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SHIPPING MANAGEMENT

25TH ANNIVERSARY



AN INDEPENDENT PUBLICATION WRITTEN FOR HI-WAY AND AIR CARGO SHIPPERS

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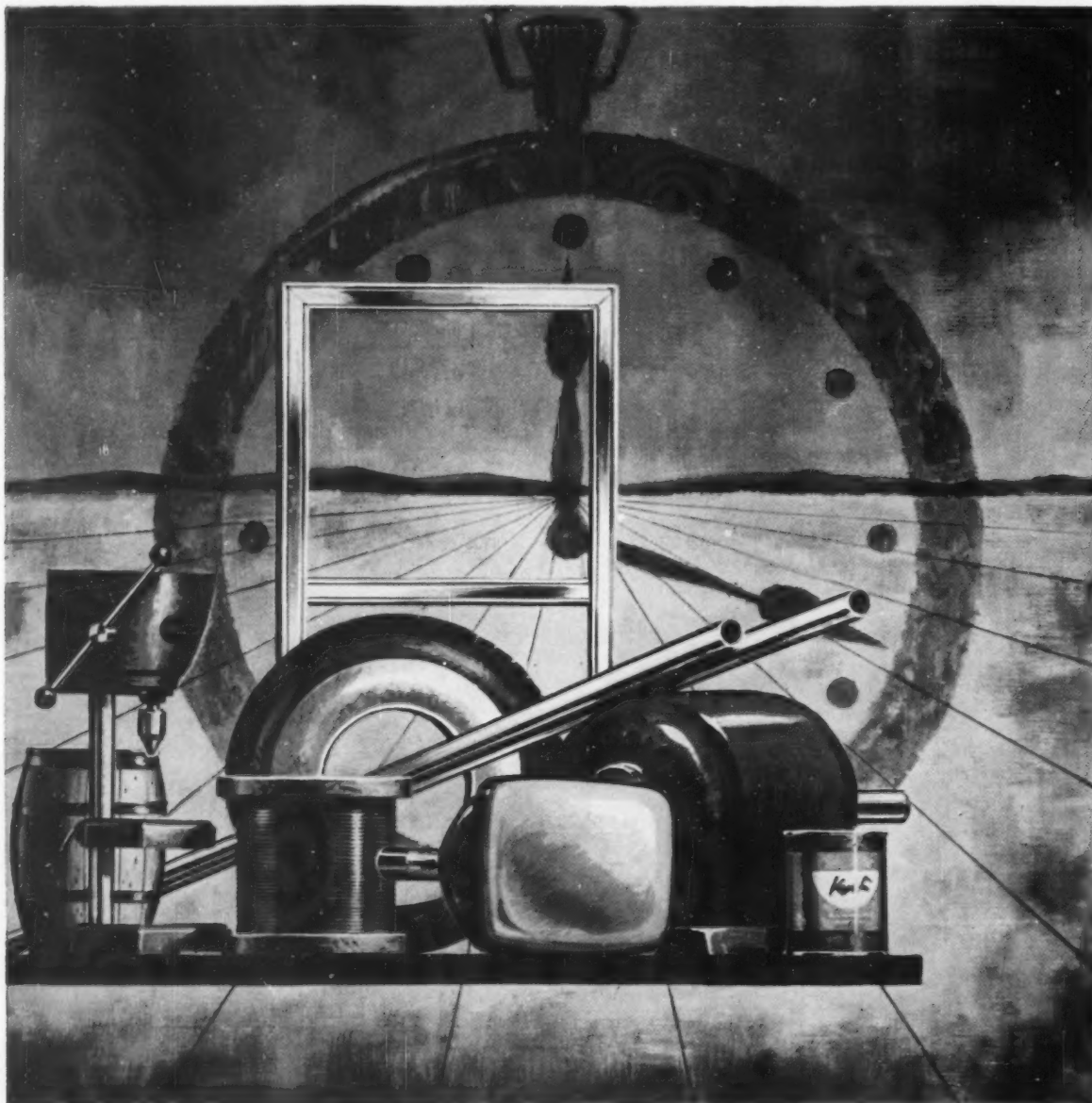
ATA 28TH ANNUAL CONVENTION ISSUE



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October, 1961

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NEWS

highway-air-marine handling problems topic of ASA session

Problems confronting air, marine, and motor freight in material handling and their potential solution, in some areas, through standardization were examined during the recent 12th National Conference on Standards held in Houston, Texas.

Open to all companies and industries, the three-day meeting was sponsored by the American Standards Association and included sessions devoted to purchasing; data processing; safety; and plastics. A special session, requested by industry, was devoted to a discussion of standards as applied by companies, industries, trade and technical associations, the government, and those approved by the American Standards Association.



The material handling session on October 11, arranged by the American Society of Mechanical Engineers, investigated the problems of physical distribution of goods; the dependency of our economic growth on more efficient material handling; and how coordinated and integrated transportation may facilitate optimum distribution.

Fred Muller, Jr., of Arthur D. Little, Inc., also evaluated the current status of material handling, as well as the projected roles of transport media, shippers, receivers, and warehouses in attaining optimum physical distribution.

Particular emphasis was given during the session to standards work in material handling, particularly the recently approved American Standard Specifications for Freight Containers (Nominal Van Container Sizes), MH5.1-1961. Reference was made to container standards under development specifying exact sizes of van, pallet, and cargo containers.

Following the opening session on October 10, which included a keynote address by Donald J. Hardenbrook, national vice president of the National Association of Manufacturers, a two-part session was devoted to the philosophy and practice of standards. Industry and association executives discussed and evaluated domestic and international standards, with emphasis on domestic standards work applied by companies, industries, technical societies, government, and the ASA.

Details of the program may be obtained from the American Standards Association, 10 East 40th Street, New York 16, N. Y.



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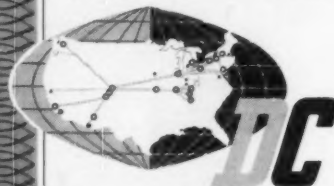
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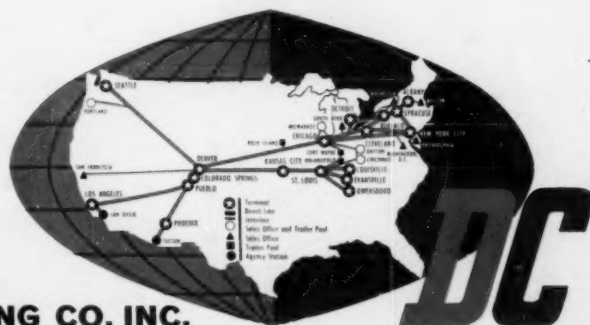


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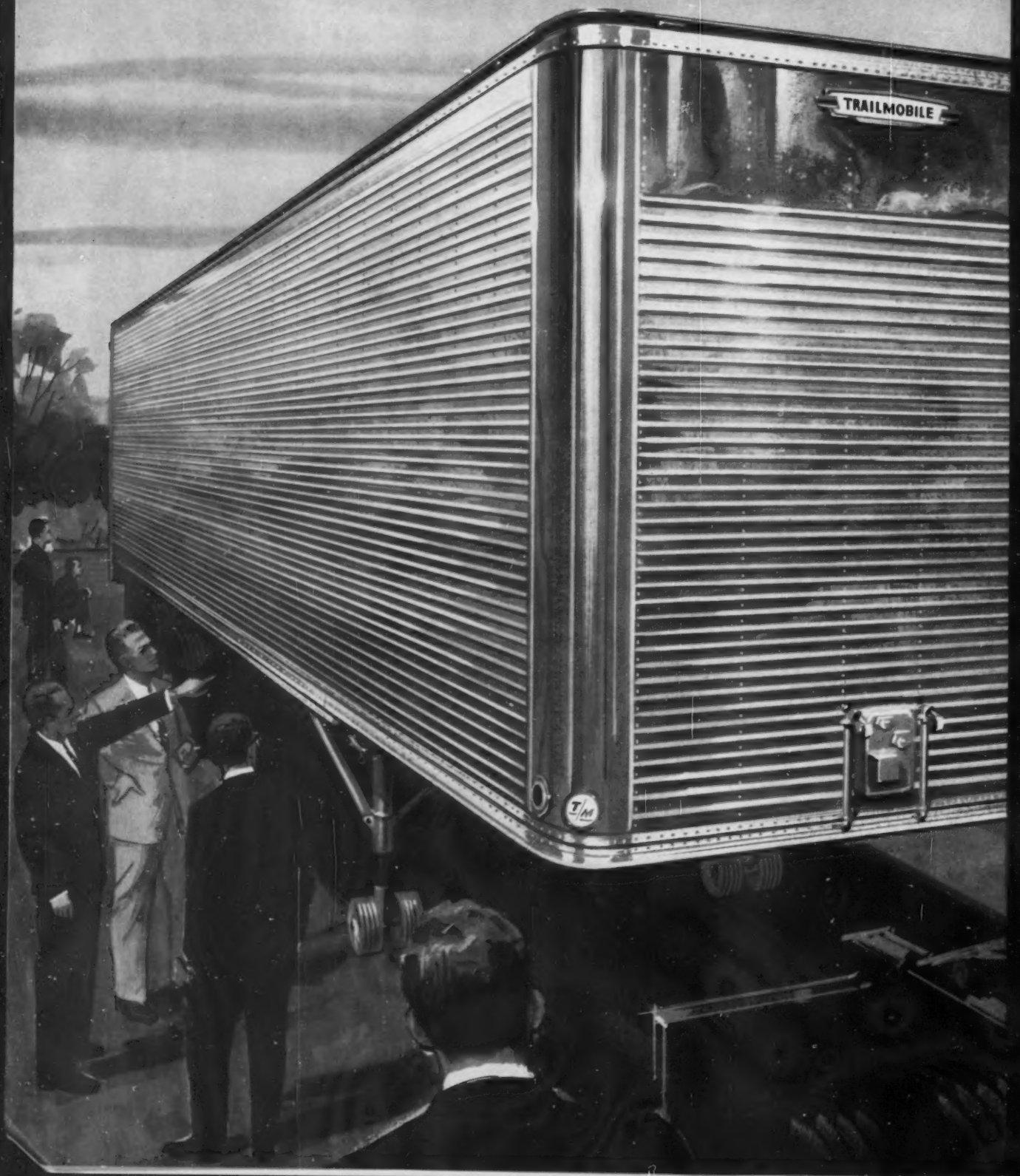
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October, 1961

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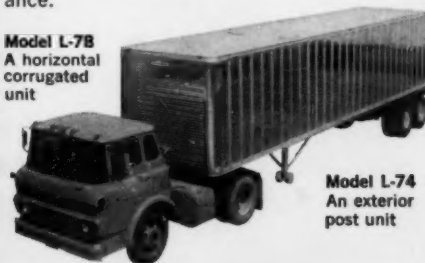
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SHIPPING MANAGEMENT

OCTOBER, 1961
VOLUME 26 • NUMBER 11

COMBINED WITH

ATA 28TH ANNUAL CONVENTION ISSUE



"Gray area" motor freight: four official views	9
Federal and state officials are becoming increasingly concerned about the serious effect illegal highway hauling is exerting on bona fide trucking. Result? A recent rash of statements dealing with the problem.	
CAUT spearheads stepped-up battle against illegal motor freight carriers	10
"Gray area" highway haulers are eating away at the very foundation of the nation's motor common carrier system. Result? A mounting campaign, launched by responsible truckers and shippers, to halt the spread of illegal trucking. In the forefront of this campaign: CAUT—the Committee Against Unauthorized Transportation.	
Palletized corrugated cartons slice shipping costs, damage at the Sola Electric Company	14
Revamping its packaging setup, the Sola Electric Company has hacked in transit damage & sliced packaging and handling costs sharply. Keystone of Sola's improved system: palletized corrugated cartons.	
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Needed: some basic changes in U.S. transportation as it stands today. The ATA's approach: 14 recommendations, designed to bolster transportation, presented recently by the American Trucking Associations to Secretary of Commerce Luther Hodges.	
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The National Association of Shipper-Motor Carrier Conferences is moving into high gear—and both highway carriers and shippers are beginning to reap the benefits.	
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Shippers demand fast, dependable, efficient transportation. And they get it with this well-known highway freight hauler. Here's why.	
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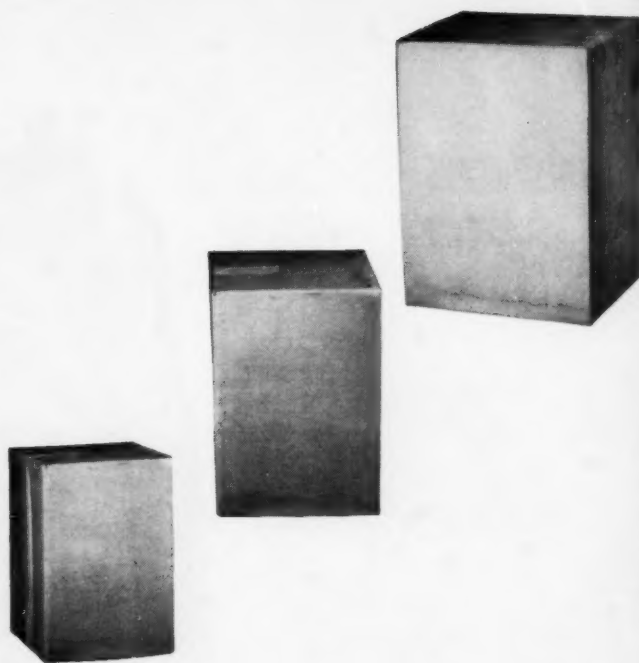
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Editorial

"Gray area" motor freight:

four official viewpoints

Last month, on this editorial page, SHIPPING MANAGEMENT pointed out the seriousness of the nation's illegal for-hire trucking problem. Emphasized was the fact that shippers, as well as highway carriers, are being victimized by the bootlegging activities of "gray area" motor freight haulers.

"Gray area" highway transportation is not only eating away at the financial stability of bona fide truckers. It is also undermining the nation's motor common carriage system—a system on which countless shippers are so dependent today.

Need further proof as to the gravity of the situation? A series of statements made in recent months by top Federal and state transport officials should supply more than enough.

Take General John Doyle. General Doyle headed the Senate Commerce Committee's Transport Study Group. While doing so, he got a good look at the impact of "gray area" trucking on regulated motor freight carriers.

His conclusion: "The existence of illegal transport is a threat to the economy and security of the United States."

Undersecretary of Commerce for Transportation C. Daniel Martin, Jr., is just as concerned. As he puts it, "It is often said that the portion of the Interstate Commerce Act pertaining to motor

carriers is probably the most violated statute in the land.

"More vigorous enforcement of existing law . . . should improve the lot of the common carrier by doing away with operations that either are in outright contravention of the Act or of doubtful legality."

On the state level, the Arkansas Commerce Commission's Director of Transportation recently issued the following statement: "Bootleg trucking is seriously undermining the financial structure of the regulated transport system What's more, wildcatters ignore identification and insurance requirements, and steal jobs with cut-throat rates."

Finally, this statement, issued by the Florida Utilities Commission: "Illegal truck operators are transporting a vast tonnage of truckload freight and, in so doing, are taking the cream from the business belonging rightfully to legitimate common carriers."

"These illegal truck operators are attractive to shippers . . . because their rates are so low. The reason for this, however, is that they rarely have any overhead expenses; have no taxes to pay; carry no insurance; have no mileage taxes; and have no terminal expenses."

Need anything more be said about the type of service and the dependability "gray area" haulers are in a position to offer the unwary shipper?



Transport target:

CAUT

revealed a truckload of ice-cold bathtubs—a consignment stolen, in effect, from a legitimate carrier.

Many other techniques are used. Perhaps the most widespread involves phony truck-and-driver "leasing" arrangements that provide a transportation service without proper regulation. But no matter what subterfuge is employed, illegal trucking, by its very existence, continues to drain the vitality of the dependable legitimate operators forming the backbone of the nation's transportation system.

looking at the record

What is being done about it? At the present time, not very much. Enforcement is hampered by limited staffs, lack of appropriate laws, difficulty in determining exactly what is legal and what is not, interminable delays in prosecution, and lack of stringent penalties for violators. The ICC is making an increasing effort to stamp out these practices as are regulatory bodies in many states. Yet much more must be done if illegal trucking is to be finally eliminated.

But what can be done? The consensus of informed observers is that the problem could be effectively licked by enactment of state legislation, in every state, requiring registration of all trucks with interstate operating rights passing through the state. Such legislation would mean that the enforcement agents of each state through which an interstate trucker passes would be empowered to inspect the trucks certification and take speedy judicial and punitive action at the state level if deserved. Some states such as Arkansas, Florida, and Illinois already have such requirements and are doing an effective enforcement job.

CAUT's activities, designed "to foster and encourage . . . the elimination of unauthorized transportation without impeding the legitimate operations of private and for-hire carriers," involve a three-point program:

- 1—To educate shippers and other interested groups about the adverse effects of unauthorized transportation and to encourage increased research in this important area.
- 2—To encourage stricter and more

Rarely in its history has motor freight faced a graver threat to its future than it does today from "gray area" trucking.

Reports the recently formed Committee Against Unauthorized Transportation: "One out of every four trucks you see on America's highways these days is operating illegally."

Actually, this illegal traffic is the primary reason for the very existence of CAUT. The unit is composed of shippers, carriers, and regulatory officials. Their link: a recognition of the menace posed by shady truck operators and a determination to fight it.

While legitimate for-hire highway carriers operate either under strict state or Federal regulation, or under specific exemptions from regulation, a growing number of truckers are engaging in for-hire transportation at pared-to-the-bone rates beyond any authority of the Interstate Commerce Commission or responsible state regulatory agencies.

A number of subterfuges are used by these illegal truckers. Perhaps the most flagrant violator is the "gypsy" trucker, operating out of his hat, who will haul anything anywhere regardless of his lack of proper certification. Since the "gypsy" maintains no terminal facilities, has no overhead for bookkeeping or office services, does not carry the required extensive insurance coverage, and pays little or no taxes, it is

easy to see how this operator can steal traffic from the legitimate trucker through cut-throat rates.

Another favorite trick of the "modern highway robber" is the "buy and sell" operation, often used by truckers on otherwise empty back hauls. Here the trucker, usually through pre-arrangement, "buys" the goods to be transported at origin and "sells" them at destination thus purporting to be a legitimate private carrier since he "owns" the goods he is carrying. Naturally, the trucker makes a "profit" to the extent that he covers any of the expenses of an otherwise empty trip. And, just as naturally, this "profit" is at a cut rate compared with the published rate of legitimate regulated carriers and results from a clear-cut illegal operation.

Yet another method of cheating in the trucking business involves unlawful operations by carriers exempt from regulation under the Interstate Commerce Act. A carrier legitimately hauling exempt agricultural commodities in one direction may very well find it expedient and profitable to haul non-exempt commodities illegally at reduced rates in the opposite direction rather than have his trucks return empty. Recently, the driver of a refrigerated truck stopped by a Federal inspector in Georgia produced a manifest indicating his cargo was fresh vegetables, an exempt commodity. Further inspection, however,

catching "gray area" truckers red-handed

SPEARHEADS STEPPED-UP BATTLE AGAINST SHADY HIGHWAY HAULERS

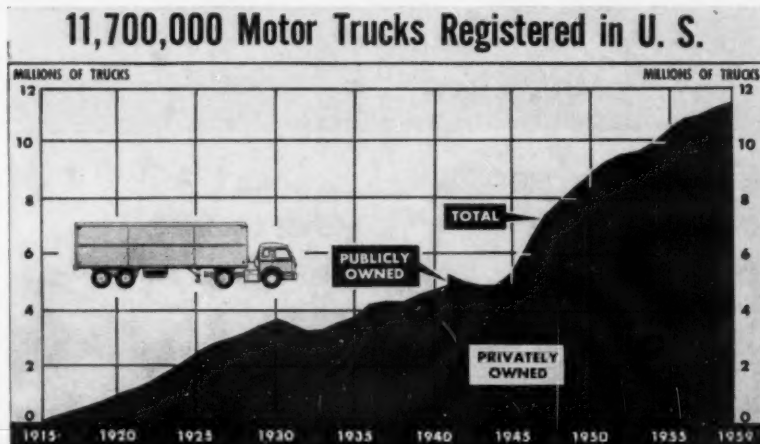
effective enforcement of existing laws concerning unauthorized transportation.

- 3—To analyze additional steps to promote enforcement and to combat in other ways unauthorized transport operations.

The seriousness of this problem should not be underestimated. General John P. Doyle, director of the two-year transportation study recently conducted for the Senate Commerce Committee, points out: "The existence of illegal transport, by any mode, is a threat to the economy and security of our nation." CAUT would add: "Consequently, it must be eliminated."

Interested in learning more about "gray area" trucking's threat to the continued stability and soundness of our present motor freight system? Recently prepared for CAUT by the Transportation Association of America—which is serving as administrator for the Committee—is a new booklet analyzing the ABCs of illegal trucking. It is "must" reading for traffic-transportation executives everywhere.

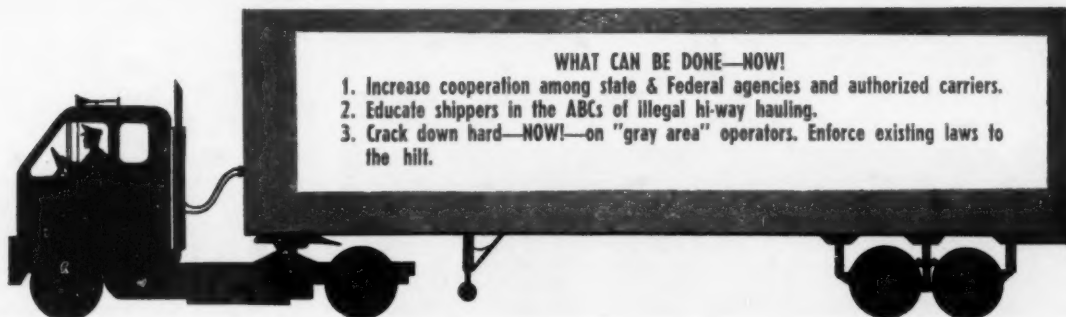
CAUT's GHQ: 1710 H Street, Northwest, Washington 6, D. C.



Moving a growing volume of freight and providing shippers with the finest surface transportation available, motor freight is beefing up its highway fleet steadily. Unfortunately, however, the number of "fly-by-night" trucks on America's roads today is also soaring. Result? Serious injury to the financial stability of regulated highway haulers and a mounting threat to their growth.

"GRAY AREA" MOTOR FREIGHT AT A GLANCE

- Upwards of 11 billion ton-miles of freight moving over-the-highway may involve some question of operating authority.
- An estimated one out of every four trucks hauling goods today may be violating a basic Federal or state law or ruling.



Traffic **PROFILE**

"Making the product better and less expensively is still important. But it is no longer the biggest problem of management. One of the real battles lies in the effort to get the product to market as fast as possible, and in the best possible condition."

The speaker was Ross E. Jones, H. J. Heinz Company's vice president in charge of distribution, one of the few men in America to hold that title.

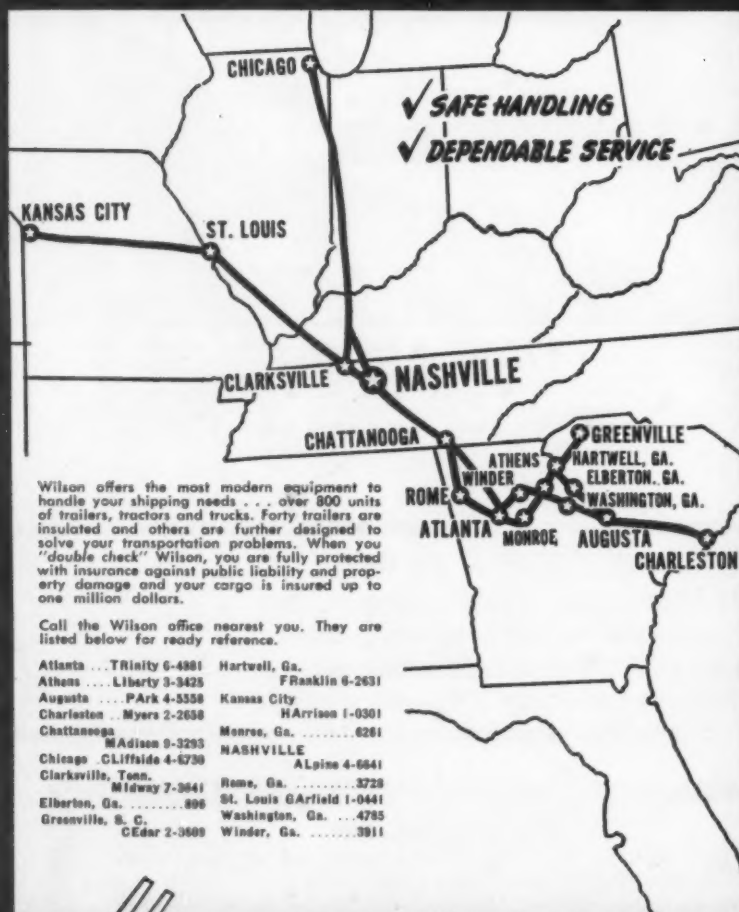
The problems of distribution have fascinated Ross Jones literally since his youth. He comes by his interest naturally. His father spent forty-two years as a railroader. His two brothers and three sisters all worked for the railroad at one time or another. The family tradition continues into the third generation, with son Howard now working as a traffic manager for Diamond Alkali Company in Cleveland. (Another son,

Ross E. Jones, H. J. Heinz Vice President-Distribution

Ross E. Jones III, works in the Public Relations Department of Aluminum Company of America.)

With time out for an Army hitch in World War I, Mr. Jones worked for three railroads—the Baltimore & Ohio, the Bessemer & Lake Erie, and the Buffalo, Rochester & Pittsburgh—before joining Heinz in 1922 as a rate clerk. At that time, the company's Traffic Department had 14 people who arranged for rail, truck, and water transportation of finished goods. The last of the famous Heinz horses and wagons were

As a double check...ship **WILSON**



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WILSON TRUCK COMPANY, INC.



Ross E. Jones

being retired, as the firm turned to solid-tired trucks.

"Even in those days," he says, "Heinz was an important pioneer in the field of overland trucking. Many a leading truck fleet operator first served with Heinz traffic people."

In 1945, Heinz established a Transportation-Warehousing Division. The new unit brought under one wing the traffic, warehousing, materials handling and private delivery truck functions that had previously been handled separately by the Sales and Manufacturing Divisions, each working independently of the other. Ross Jones was named Manager of Transportation and Warehousing.

In 1952, the company faced the question of whether its United States operation should continue to sell goods directly through company-owned and operated warehouses. Ross Jones headed a study group assigned to examine the problem.

The study was characterized by the thoroughgoing approach that has marked all of his efforts in the field of distribution. It included an exhaustive appraisal of what wholesalers and other groups thought about the Heinz line, and whether they would accept responsibility for distribution and selling. Among other things, it disclosed that America's retail grocers, especially the smaller ones, were rapidly affiliating with organizational buying and distribution groups.

(Continued on page 14)

ANYTHING TO GET THE JOB DONE

**"Don't spare the horses"
says Arnold Nelsen,
T-A Sales Representative**

When there's freight to be delivered and a schedule to meet, Arnold will do anything to get the job done. T-A personnel are always on the alert along T-A's coast-to-coast and border-to-border routing, providing safe, speedy, dependable service for your shipment. Fast handling, fast dispatching, fast delivery along T-A's fast routes mean a fast profit for you, whether you ship by the pound or by the ton. "Anything to get the job done . . ." THAT'S THE WAY we work for you at T-A!



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GENERAL OFFICES:
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T-A
TEXAS-ARIZONA MOTOR FREIGHT, INC.

Palletized corrugated cartons cut shipping costs, damage at the Sola Electric Co.



Sola Electric's new corrugated containers are lighter, a lot easier to handle and more effective against in transit damage than the firm's former shipping units.

Cumbersome, hard-to-handle boxes—formerly utilized in the packaging of 600 pound *Constant Voltage Regulators* and transformers—are no longer a shipping headache at the alert Sola Electric Company. The Elks Grove (Ill.) division of Basic Products has completely revamped its packing setup and is currently employing light, rugged, palletized corrugated cartons.

Outcome: faster customer service, with more complete assurance that products will arrive at their destination in A-1 condition.

Light in weight, yet extremely durable, Sola's cartons are built to "take it." According to company officials, they "can individually withstand weights of up to 2,000 pounds." What's more, Sola reports, the cartons may be safely stacked three high in storage.

protection tops

At first glance, the cartons may appear to lack the strength needed for shipping electronic equipment weighing 600 pounds plus. As a matter of fact, one customer, upon receipt of six transformers, questioned their condition after receipt in the corrugated packaging. Its testing department promptly gave the six units a thorough inspection—and found each unit troublefree!

Sola's corrugated carton employs an expendable wooden pallet as a base. Under the concern's packaging program, each outbound component is placed in a carton. Both unit and carton are then bolted to a pallet, speedily, securely, and economically.

Aside from pepping up Sola's packaging operation, its new carton has scored a number of other notable achievements. For one thing, it's reduced shipping costs sharply, thanks to an overall weight reduction. For another, it's been welcomed warmly by Sola customers—many of whom use the pallets secured to inbound cartons for internal handling

operations. Still another advantage accruing to Sola: the elimination of box lumber storage with neat, easy-to-handle stacks of knocked-down cartons. Man-hours spent in constructing boxes, meanwhile, has given way to only the few minutes necessary to securely staple corrugated cartons into shape.

Declares a spokesman for the firm: "We haven't received any reports of in transit damage to equipment, even since we began utilizing our new packaging. Undoubtedly, palletizing of in transit cartons has contributed significantly to damage prevention. Why? Because our expendable pallets are expediting the handling and hauling of all outbound units."

Traffic Profile

(Continued from page 12)

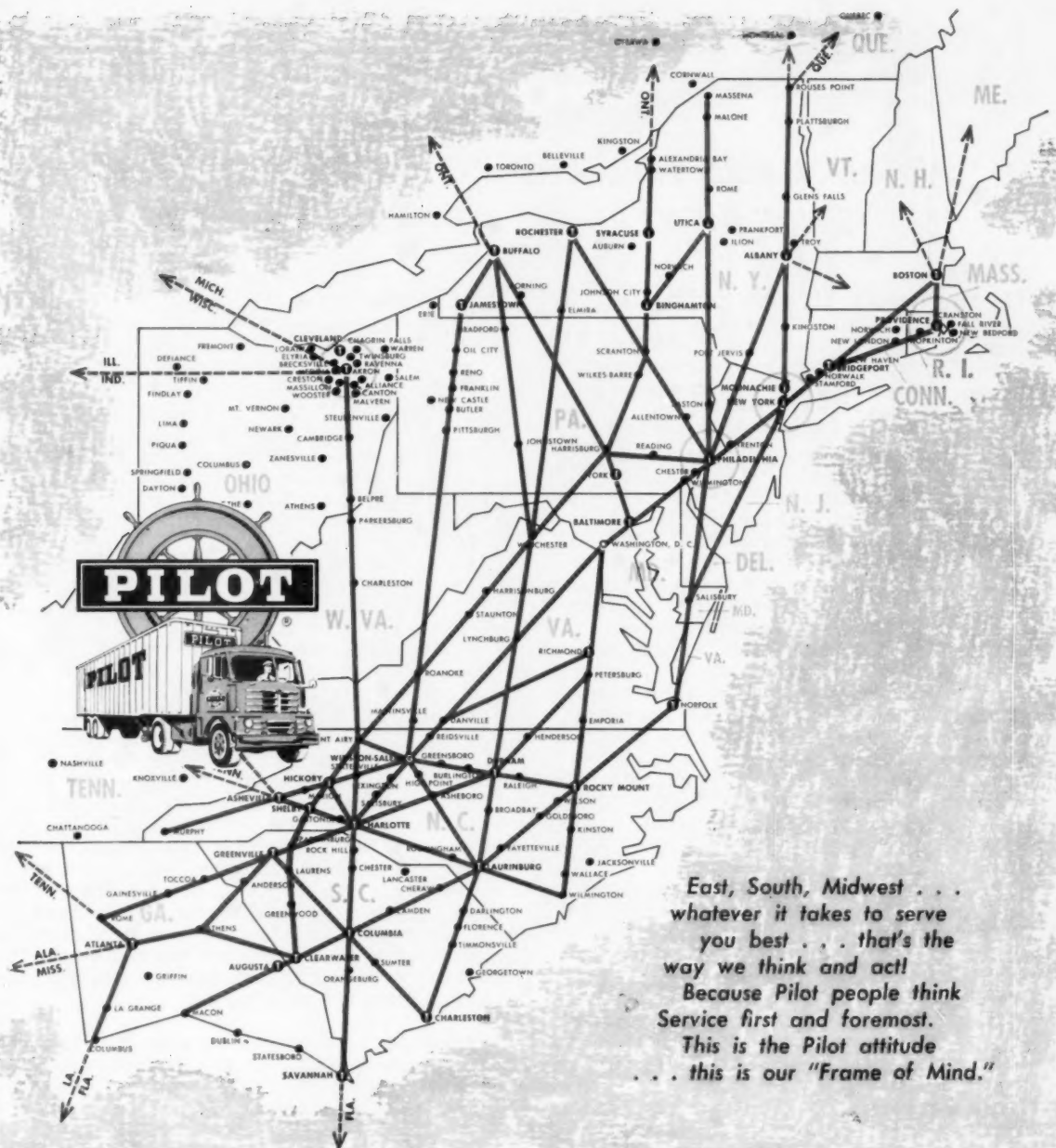
Completed in 1954, the study recommended a shift to distribution chiefly through co-operatives, voluntary groups and wholesalers. The shift was started in the Sales Division. Today, says Mr. Jones, it is 99 per cent complete there.

In the same year, he was made general manager of the Distribution Division, which succeeded the Transportation and Warehousing Division. He immediately initiated a study to determine the role of company-owned and operated warehouses in the light of the shift to distributor sales. At that time, there were 73 such warehouses. Mr. Jones has so far closed down 30 of them, bringing about not only enormous savings, he says, but considerable improvement of customer service.

True to its up-from-the-ranks tradition—President Frank Armour, Jr., began as a plant guide in 1927—H. J. Heinz Company named Ross Jones to the post of vice president in charge of distribution in 1956. At that time, he took over supervision of two additional departments: Planning, which works in conjunction with the Marketing Division for sales estimates and with the Manufacturing Division for production, and which is responsible for all finished goods inventories; and Distribution, which handles customer orders and operates central control of all finished goods supply to the company's 43 warehouses and six factory distribution centers.

Now a member of the Heinz U. S. Management Board, Ross Jones looks back over a 39-year career that spans the period from solid-tire trucks to semi-trailers with pneumatic tires to huge trailers equipped with refrigerating units; from the old boxcars with wood bracing to today's damage-free, compartmentizer cars; from the old refrigerator cars, loaded with ice at the beginning of each trip, to modern refrigerator cars, each with individual refrigerator units. The list is too long to continue, embracing the period from the biplane to the modern jet, and including the revolutionary changes that

(Continued on page 24)



East, South, Midwest . . .
whatever it takes to serve
you best . . . that's the
way we think and act!
Because Pilot people think
Service first and foremost.
This is the Pilot attitude
. . . this is our "Frame of Mind."

PILOT

**SERVICE
IS OUR
FRAME
OF MIND**



Pilot Freight Carriers
INCORPORATED
GENERAL OFFICES — WINSTON-SALEM, N. C.

CHECK NO. 10 ON HELP-D-GRAM COUPON
October, 1961

ARPAIA CALLS FOR "END TO INTRA-TRANSPORT INDUSTRY BICKERING" AT MSMCC MEETING

It's one minute to midnight for common carriage in the United States. Either the various transport modes stop bickering and wasting their energy in intra-industry clashes—or they are all in for real trouble.

Speaking before last month's Midwest Shipper-Motor Carrier Conference in Kansas City, Anthony F. Arpaia, vice president of R.E.A. Express, underscored the seriousness of the problem. Noting that his audience of more than 300 were evenly divided between motor carriers and shippers, Mr. Arpaia called for a solid front—"before the nation and the public suffer irreparable damage to their transport system.

Continued the former ICC chairman: "You represent one of the greatest . . . of our national resources, public transportation. Yet, common carriage is more hamstrung by regulatory restrictions than all non-monopoly industries in the United States. At the same time, though, a major portion of transportation is not subject to any kind of economic regulation."

Also stressed by Mr. Arpaia were these points:

- 1) Transportation is highly organized, except in its approach to common problems.
- 2) Transportation is the most studied and least understood factor of daily life today.
- 3) Despite 15 years of perpetual research, neither the industry or government is taking positive constructive action to reorient the present course of public transportation.
- 4) Regulated transportation is losing ground to unregulated transportation.
- 5) Growth of unregulated transportation must mean that common carriage is becoming less saleable.
- 6) Regulated carriers are subject to many limitations; unregulated carriers are not.
- 7) Lack of uniform regulations and variable state requirements impede the efficiency of common carriers.
- 8) The true difficulties of the industry have been hidden by petty squabbles.
- 9) No industry may thrive without public understanding. This understanding and good will are lacking because the public is convinced transportation shows a total disregard of the public and national welfare.

"The time has come for all common carriers to band together," declared Mr. Ar-

paia. "There may be some difference of opinion between different members of the several modes of transport as to what should be regulated and how extensively. But there certainly should be no dissent over the basic theory that the race can be run under only one set of rules."

Recommended by Mr. Arpaia:

- 1) A moratorium on general studies of transportation.
- 2) A scientific approach to transportation.
- 3) A painstaking census of transportation.
- 4) An end to rate wars between the different transport modes.
- 5) Further strides in the fight against "gray area carriers."

In keeping with an expansion program to provide the best possible transportation service for the fast-growing Idaho Falls area of southeast Idaho, Interstate Motor Lines has moved into a new \$50,000 company-built terminal and office building. The new installation is on a two-acre tract of land just outside the city limits. The terminal building is 40' x 80' and has seven bays to simultaneously handle the loading and unloading of trucks and trailers. A closed area at the end of the dock permits loading and storing of pickup trucks protected from the weather.

Purchase of a larger terminal in Newark, which nearly doubles the capacity of its present Union (N. Y.) facility, has been announced by Consolidated Freightways. C. R. Christensen, Vice President-Operations for the trucking firm, says the rapid and continuous growth of volume in the area since CF merged with Motor Cargo last year dictated the move to larger quarters.

The new terminal building, formerly occupied by Smith's Transfer Corporation, will represent an investment of \$210,000 after remodeling, Mr. Christensen points out. It has 29 loading bays, as compared to the present 16 at Union, with adequate space to house all sales as well as office personnel.

According to the CF executive studies have indicated the new location will significantly reduce driving mileage in many instances. It is 11 miles closer to New York City, which is expected to assist in coordinating schedules with the terminal in New York.

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More flights direct to more major markets by the world's largest, fastest overseas air cargo fleet!

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- More space, more speed! More all-cargo planes and over-ocean Jets.
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WORLD-WIDE REPRESENTATION

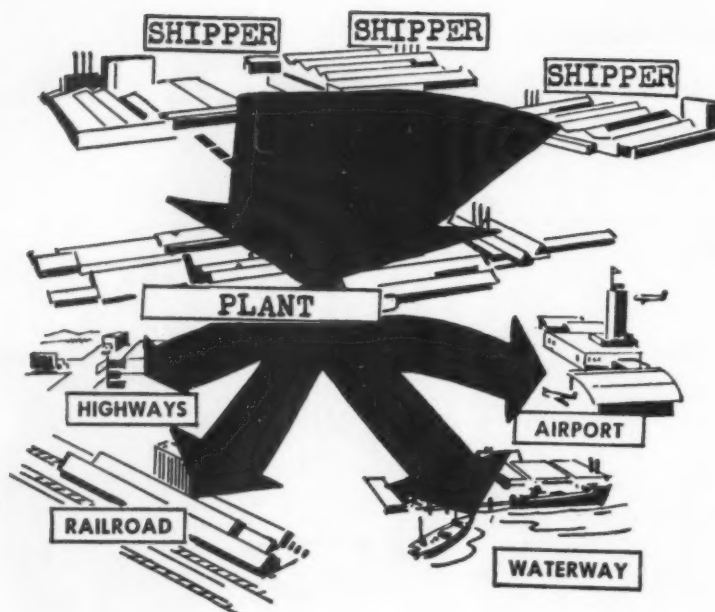
More American and English-speaking personnel to represent you and your shipment overseas!

- You get 114 world-wide offices — at no extra cost! Your shipment is handled the way you want.
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Call your cargo agent, freight forwarder or Pan Am office.

*Trade Mark, Reg. U. S. Pat. Off.



A 14-point program to improve the health and ensure the development of the American transportation system has been submitted to Secretary of Commerce Hodges by the American Trucking Associations. The submission was in response to an invitation from Secretary Hodges, who is preparing to submit transportation recommendations to the President by November 1.

The trucking industry recommendations, which cover all forms of transport, are preceded by a strong endorsement of the present National Transportation Policy; express hearty agreement with President Kennedy's total transportation approach; and take sharp issue with certain proposals which it notes may be expected from the railroads in line with their fixed public policy statements on transportation.

The 14 points suggested contain five which deal with the so-called "gray area" abuses arising out of exempt transportation and with enforcement in this area.

These five call for (1) *Repeal of the exemption in Section 204 (f) of the Interstate Commerce Act* which permits the trip-leasing of a motor vehicle on the return trip following an initial haul of exempt products; (2) *tightening of the agricultural exemption* because "tortured interpretations of this exemption have gone far from the original concept and it should be re-drafted to restore Congressional intent"; (3) *I.C.C. registration of exempt for-hire carriers*; (4) *Repeal of the freight-forwarder household goods exemption*; and (5) *Stronger enforcement by the ICC to curb abuses by carriers actually for-hire but masquerading as private carriers* to limit the transportation of proprietary freight to bona fide private carriage and of agricultural products to bona fide exempt products.

Regulated carriers, especially common carriers by rail and truck, are suffering losses estimated at "upwards of several billion dollars annually" through abuses arising out of exemptions, the ATA statement declares.

"Destructive competitive rate-making" laid at the door of the railroads comes in for sharp criticism in the trucking industry recommendations, and a demand for administration action to stop selective rate-cutting by carriers. Misinterpretation by the Interstate Commerce Commission of rate regulatory provisions enacted in 1958 has allowed the railroads to indulge in drastic rate cuts, the statement emphasizes.

debunking the rails

"While the railroads contend that their reduced rate programs are going to benefit them by diverting enough tonnage from their competition to more than make up for their reductions per unit of traffic", the ATA report says, "the figures prove otherwise.

"In 1958 the railroads produced 552 billion ton miles; in 1960, 571 billion ton miles. With this increase in ton miles, revenues decreased \$100 million and net income shrank from \$602 million in 1958 to \$445 million in 1960, notwithstanding a decrease in the passenger deficit, of \$120 million."

Concerning the railroad proposal to be allowed to "integrate" with other forms of transportation, the trucking industry's position is expressed in these terms:

"No consideration whatever should be given to the railroad proposal to destroy the independent trucking industry through a grant of permission to own and operate unrestricted motor carrier service as well as services by other modes. On the contrary, the present stat-

utes relating to this subject should be strengthened to prevent the continuing erosion of Congressional intent."

Endorsing voluntary rate and service agreements between different types of carriers, the ATA statement scores railroad failure generally to make such efforts at coordination and recommends that any forthcoming legislation beneficial to railroads be made contingent upon their making "sincere and energetic effort" to develop joint rates and services with other modes.

Other recommendations by the trucking industry include:

- *Partial repeal of Section 22 of the I.C.C. Act* by which the government auctions off its own traffic to the low bidder and a requirement that government be made to utilize the services of regulated carriers on the same regulated rate basis as it now requires other shippers to operate.

- *A recommendation that if the Federal government is to remain in the field of determination and establishment of standards of motor vehicle sizes and weights it proceed at once to modernize existing standards* to achieve maximum utilization of modern highway potential. A table of ATA recommended sizes and weights was offered in an appendix.

- *The trucking industry statement recommends legislation to enable the Post Office Department to utilize the true potential of the motor carrier industry*, now "severely handicapped" because of lack of proper authorization.

- *ATA sides with the railroads in their plea for realistic depreciation periods for railroad rolling stock* if investigation reveals that present periods are unrealistic. "If so", says the statement, "they should be shortened as the railroads request." If the depreciable life of other property such as terminals, office buildings and the like is reduced for the railroads, similar reductions should be made for property owned by other forms of transportation.

- *The statement endorses the program for a construction reserve for all forms of common carrier transportation*, advocated in the Transportation Act of

STEPS TO A STRONGER U.S. TRANSPORT SYSTEM

1958 as reported from the Senate Committee on Interstate & Foreign Commerce but not yet written into the statutes.

• Although it is not directly concerned with passenger travel, the trucking industry in its final recommendation also urges *repeal of the passenger travel excise tax.*

In transmitting the program, John V. Lawrence, Managing Director of ATA

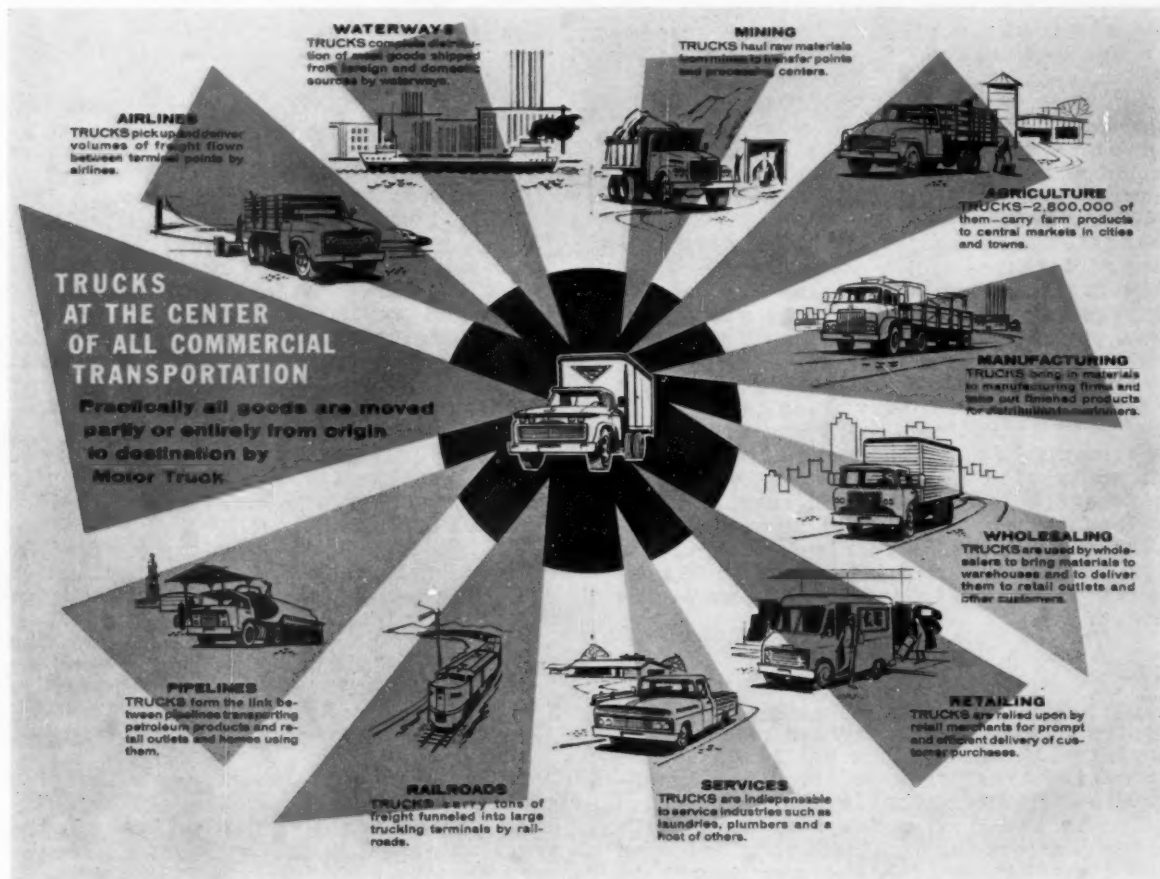
strongly urges the Secretary of Commerce to concentrate his recommendations on common problems of the transportation industry. This, he says, "would go a long way toward eliminating the causes of other problems which, because of their highly controversial character, usually get the most attention."

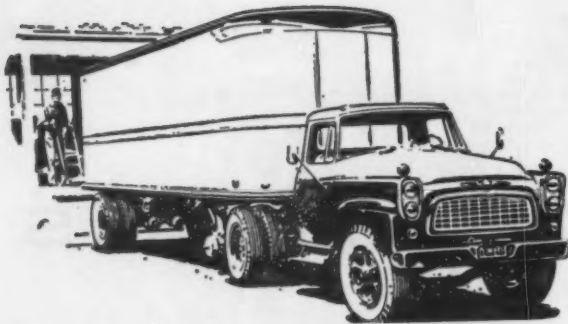
"Too often in the past," says Mr. Lawrence in his statement, "the many things which can be done to assist the

entire transportation industry have been obscured by preoccupation with proposals or issues involving bitter controversy between the different modes of transport."

"In fact," he says, "this explains why there have been so many transportation studies and so little constructive action."

Trucking's key role





VIA MOTOR CARRIER

A practical, economical plan for paying freight bills is being offered by United California Bank for shippers, receivers and carriers. The freight payment plan applies to all freight shipments and to all types of carriers, motor trucks, airlines, steamship lines and railroads. The service will expedite the procedure of paying freight bills by:

- Relieving the shipper or receiver of the burden of meeting the payment deadline.
- Eliminating the issuing of checks to authorized carriers.
- Reducing check reconciliation time.
- Providing more time for verifying the accuracy of freight bills.
- Minimizing clerical and accounting costs.

Transport Clearings and other carriers, when authorized by the shipper, obtain payment through the use of a freight draft envelope drawn against the shipper's account at United California Bank. The drafts are accumulated, totaled daily and may be charged against the shipper's account in one total and forwarded to him for processing at leisure, or the shipper may inspect the bills before authorizing the bank to charge his account; and if he wishes, he may pay the daily accumulated total of bills with one check.

The procedure for adjusting incorrect freight bills is very flexible and is tailored to fit the shipper's accounting system. If he wishes, he can adjust errors directly with the carrier or by special correction forms and draft envelopes developed by the bank. This service is offered by United California Bank in all of its 122 branches serving more than 85 communities border to border throughout the state.

The Western Highway Institute, Western states regional motor carrier research and engineering agency, has published an informative brochure describing the Institute's purposes and activities.

Due to the growing interest among both motor carriers and prominent manufacturers and distributors of highway equipment in

the Western Highway Institute, particular pains have been taken to detail accurately the manner in which the Institute serves highway users through various state motor carrier associations.

The twelve page brochure was prepared by the Speer Advertising Agency, under the supervision of the Institute staff, and Sam A. Simpson, 1961-62 President.

Copies may be obtained by writing to the Western Highway Institute, 130 Montgomery St., San Francisco 4, California.

Containing a wealth of information on how the law affects industrial relations in the trucking industry, a new reference work is now available from the American Trucking Associations. Title: Trucking Industrial Relations and the Law.

Reports Benjamin R. Miller, director of the ATA Industrial Relations Department: "This book is of value to all with an active interest in labor-management affairs."

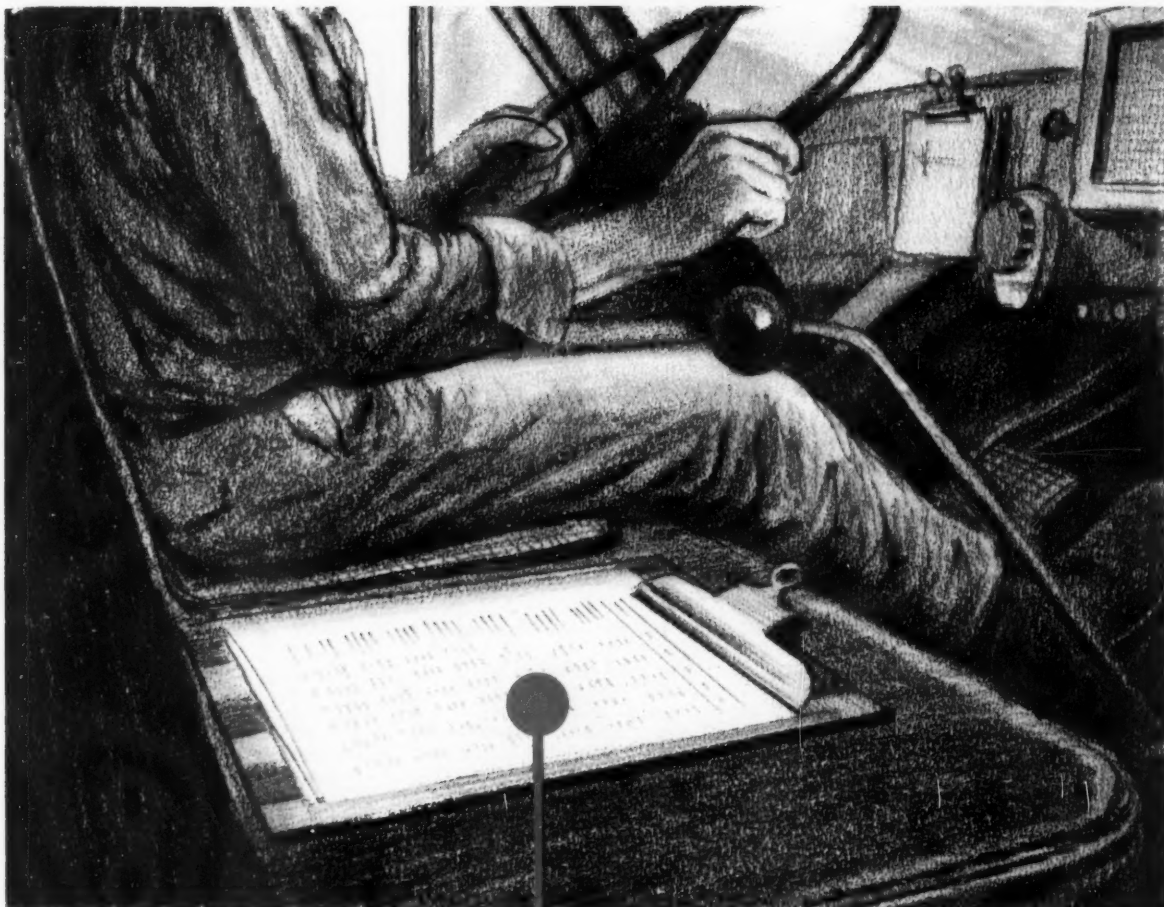
The book contains speeches and panel discussions heard at the 10th annual National Forum on Trucking Industrial Relations, which was devoted to the law, its implications, and some practical approaches to its applicability to the individual company.

Among the topics covered in the book are secondary boycotts and hot cargo; picket lines and their observance; problems of seniority; and problems of owner operators. Employer's rights in strikes and lockouts; requirements in reporting to the U.S. Labor Department; and obligations in the event of office worker organization also are discussed.

The 225-page book, handsomely bound in blue and gold, costs \$9.75 a copy and is available to libraries and educational institutions at one-half that price.

Copies may be obtained by writing: The Industrial Relations Department, American Trucking Associations, 1616 P. Street, N.W., Washington 6, D. C.

Coming up: a new Screen Gems television series. Title: Shannon. Star: George Nader. Content: the contribution of the trucking industry to America's high-powered economy.



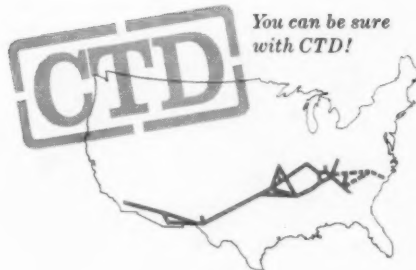
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CHECK NO. 11 ON HELP-O-GRAM COUPON

October, 1961

TRUCKING KNOW-HOW SPEEDS DELIVERY OF MAMMOTH LOCKHEED SPACE TESTING UNIT

America's skyrocketing space program will take another giant step forward this fall. Now being set up at the Lockheed Missiles and Space Company in Sunnyvale (Calif.) is a Goliath space chamber. Built at a cost of \$1.6 million, the 55-ton chamber will be employed extensively in the testing of a variety of space vehicles designed to thrust the U.S. ahead in the race for space.

Tremendous interest and publicity are certain to surround the unit. But most Americans will never hear the incredible saga of how the chamber was hauled to its present site.

Yet the transporting of the massive device from Seattle—where it was constructed—to Sunnyvale is an amazing story. It is a story attesting once again to motor freight's growing prowess in handling and hauling the biggest, bulk-

iest, most complex items from point to point.

If further proof is needed by "Doubting Thomases" that an efficient trucking industry is vital to national defense, or that highway haulers today have the know-how and equipment to meet any transport situation head-on, the Sunnyvale story should provide it.

Here's the "story behind the story."

Rarely has motor freight been confronted with an assignment as rugged as that involved in shifting the space chamber. Constructed for Lockheed by the Puget Sound Bridge and Drydock Company of Seattle, the stainless steel space unit is the globe's largest high-vacuum chamber. Official designation: *HIVOS—High Vacuum Orbital Simulator*.

Standing 20 feet high and 18 feet in diameter, the space chamber has steel

walls a foot thick. It is designed to simulate vacuum and temperature conditions similar to those found 200 miles from the earth.

In use, large pumps will reduce the interior to a virtually complete vacuum. Other auxiliary components will create temperatures ranging from 200 degrees Fahrenheit above zero to 320 degrees below!

high-flying missiles

Among the spacecraft to be tested, utilizing the chamber, will be Lockheed's *Agona*, used in the Air Force's *Discoverer* (capsule recovery from orbit) and *Midas* (infra-red early warning from orbit) satellite programs.

Ready to move out of Seattle, the chamber was first loaded aboard an ocean-going barge and towed from Seattle to Oakland (Calif.) in 82 hours. In Oakland, *HIVOS* was shifted to a super-powered derrick barge, equipped with a 90-ton capacity crane.

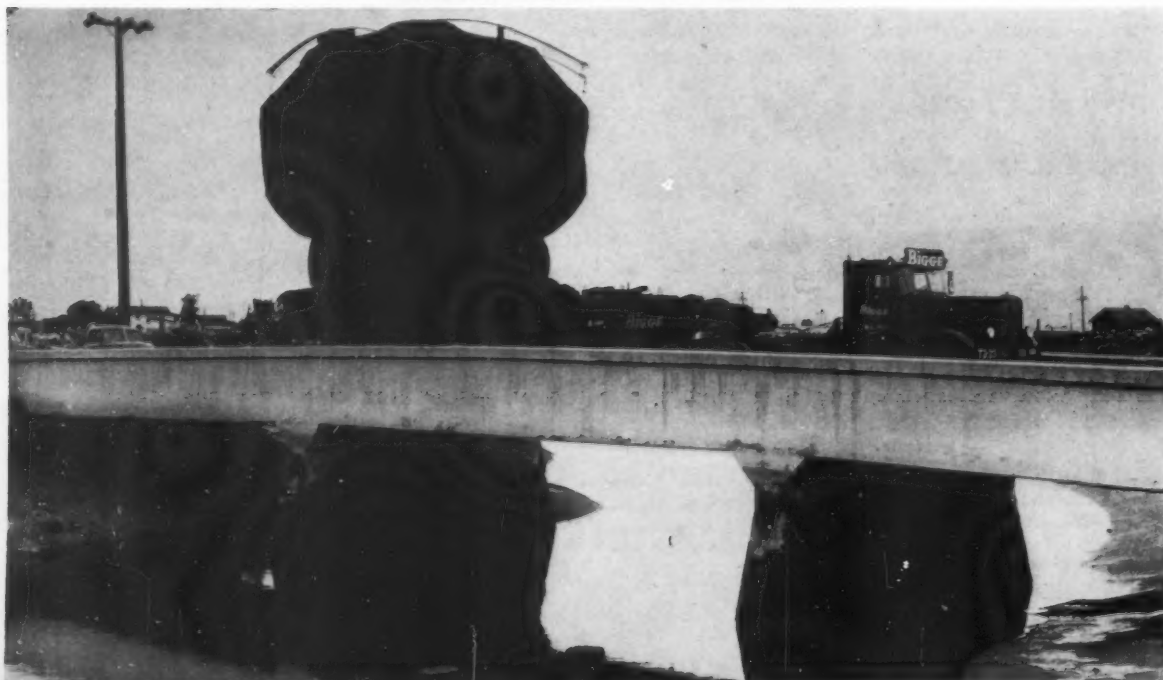
A nine-hour trip across San Francisco Bay followed. Finally, the massive chamber was unloaded at Alviso, California.

Here, motor freight took over. With the worst part of the journey for *HIVOS* still ahead, *HIVOS* was first deposited on truck dollies and timbers. Then it was laboriously lifted onto a 24-wheel truck-trailer for the over-the-highway trip to Lockheed. Carrier handling the move: E. H. Bean of Redwood City, California.

Five hours of back-breaking transportation followed. But trucking was more than equal to the task. Slowly, *HIVOS* traveled along the highway to Sunnyvale.

Ahead of *HIVOS* and its vehicle, California State Highway officials cleared the way. The Pacific Gas and Electric Company, as well as the Pacific Telephone Company and Western Union, also lent their cooperation. They moved all overhanging wires and made certain

HIVOS crosses bridge en route to its destination.



GET IT



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SAME

DAY!



Got a shipment going hundreds of miles? Get it out by 9 A.M.... it arrives the same day! Got a shipment going about 50 miles? Ship it out around 9 A.M.... it's there by noon!

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway... *right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day... seven days a week... *including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid... or open a charge account.

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BUS TERMINAL TODAY...OR MAIL
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Dept. K-5, 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

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COMPANY _____

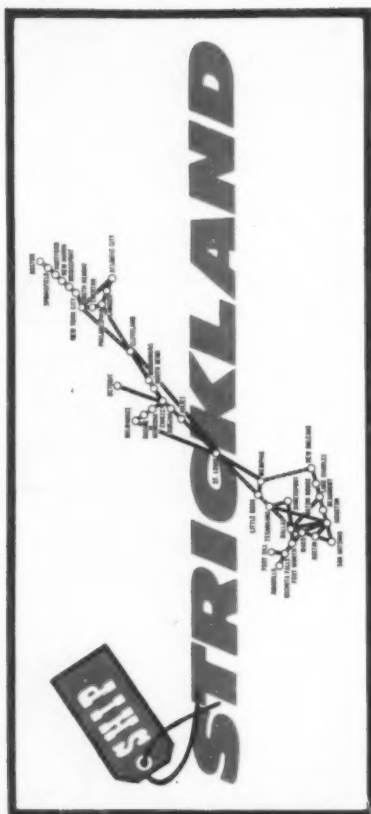
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CITY _____ ZONE _____ STATE _____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

CHECK NO. 12 ON HELP-O-GRAM COUPON

October, 1961



CHECK NO. 13 ON HELP-O-GRAM COUPON



A GREEN LIGHT FOR YOUR OPERATING CAPITAL

One way to increase the efficiency of money is to increase its "turnover." A motor carrier can do this by speeding up collections. And today, many leading carriers do this through Central National's unique Interline Clearing Service.

In cooperation with the CENTRAL MOTOR FREIGHT ASSOCIATION, important savings in clerical and operating costs are effected for the Motor Carrier. For details, write, stop in or phone MONroe 6-8300.

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CHECK NO. 14 ON HELP-O-GRAM COUPON

24

there would be no obstacles standing in *HIVOS'* path.

Taking every precaution to safeguard its invaluable load, the E. H. Bean highway vehicle literally inched ahead to Sunnydale. Once a rather difficult turn appeared likely to upset the whole movement.

The highway vehicle, however, took the turn in stride. Negotiating it neatly, the vehicle continued on its way.

Spur tracks belonging to the Southern Pacific Railroad likewise posed a problem. They had to be crossed. But the highway hauler crossed them without difficulty.

At long last, the trip was over. E. H. Bean had done its job—and done it well! Once at the Lockheed plant, the chamber was lifted off the truck and onto the ground. Then it was hoisted to the roof of the building by two giant 90-ton cranes.

An upward extension of the *HIVOS* building is currently being raised right around the chamber. Satellites undergoing space tests will be raised directly from below.

Faced: a real challenge to motor freight's know-how and versatility.

Result: a resounding AOK!

Dresser Industries smashes shipping bottlenecks with A-1 "Walkie-Talkie" setup

The installation of a "Walkie-Talkie" radio communication system in the shipping rooms of the Dresser Manufacturing Division, Dresser Industries, Incorporated, has provided an economical, safe, and speedy means of getting customers' orders out on time.

The 80-year-old Bradford (Pa.) manufacturer of pipe repair items for the gas, water-works, sewage, and allied industries has been busily adopting a "new look" in production and delivery systems during the past three years. In the process company officials discovered that, with the tremendous growth in the number of items manufactured, rapid processing of customer orders often bogged down in the mammoth 1000-foot-long plant storage area where standard items are kept in stock.

In one section, for example, there are 58 rows of items in tote boxes, packed 10 deep and eight boxes high. Locating ordered items in this area took almost as long as getting them hauled to the shipping area.

As requisitions for shipment were received by the floor foreman, they were relayed to an overhead crane operator by the simple expedient of shouting above the din caused by a nearby manufacturing operation. When noise levels reached a point where this method was unfeasible, repeated trips up and down ladders to the crane were required.

Following the successful installation of an automated office system for rapid processing of customer orders, as well as automatic production and inventory control, Dresser decided to put electronics to work for it in the factory as well.

A two-man team was organized, with one man operating the Shepard-Niles three-ton overhead traveling crane, and other stationed on the ground with a Motorola *Handie Micro-Talkie Transmitter*, operating on the so-called "city-

zen's band" of 154.57 megacycles.

Today, when the shipping order is received by the man on the ground, he refers to a master chart kept current daily. He then locates the position of the required item in the stacks; radios this information to his partner in the crane; and informs him, at the same time, as to the quantity required.

The crane operator, who is supplied with a duplicate "blueprint" and inventory of the stacks, then operates his machine as required and moves the ordered material to the shipping area.

Report enthusiastic Dresser plant engineers: "Our new setup works flawlessly. The radio system is not only saving employee lung and leg-power, it is also slashing order-filling time of inventoried items by at least 10%."

Traffic Profile

(Continued from page 14)

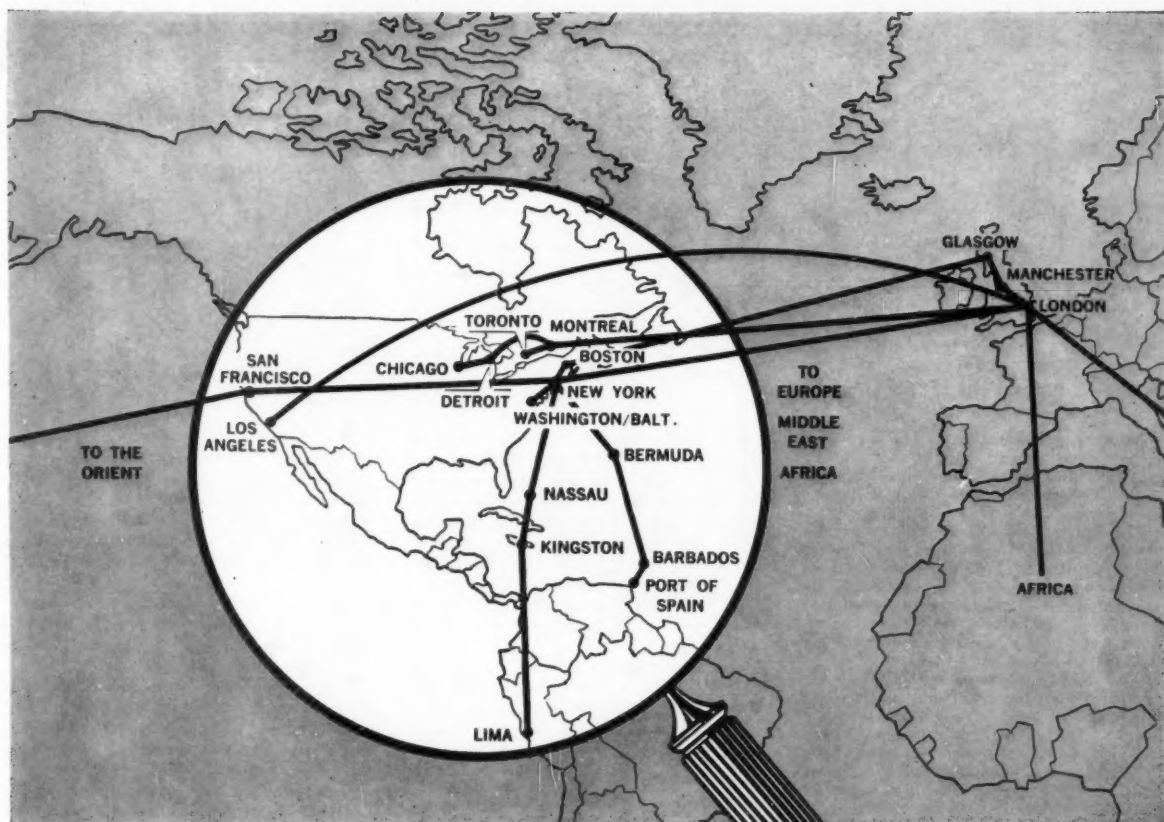
have taken place in warehousing and packing techniques—some of them the product of Ross Jones' fertile imagination.

Essentially, though, the problems of distribution remain the same, he says:

1. To put the product on the shelves.
2. To deliver it inexpensively enough to let it compete with other products.
3. To deliver it in good shape.
4. To keep replacing it on the shelves, in time with demand.

New Hennis Freight Lines appointments: Stephen E. Bakale, as sales representative in Cleveland, and Sam Margolis, as sales representative in New York City. Mr. Margolis will concentrate on general commodity sales in the New York area, where Hennis has a separate sales unit for textiles.

Shipping Management



IT'S EASY TO SHIP BY BOAC

1. New transatlantic cargo rates
2. More direct service to Britain

1. Big news for shippers! Now your total distribution costs can be reduced to a significant degree. The new transatlantic air cargo rate structures bring economies to volume shippers by air that are very favorable.

2. What's more, BOAC offers *much more direct* service—707 jets from 10 North American cities to and from Manchester, Glasgow and London, and frequent connections to Europe, Africa and Asia. Also frequent transatlantic DC 7F Freighter Service.

For precision air-cargo handling, call your Freight Forwarder, BOAC Cargo Agent or any BOAC office.

ALL OVER THE WORLD

B·O·A·C

TAKES GOOD CARE OF YOUR CARGO



BRITISH OVERSEAS AIRWAYS CORPORATION
In Association with BEA, Qantas, TCA and Air India

CHECK NO. 15 ON HELP-O-GRAM COUPON

October, 1961

To: Cargo Sales Manager
B. O. A. C.

530 Fifth Ave., New York 36, N.Y.

Send me full details of new Atlantic Freight rates and services.

NAME

TITLE

COMPANY

ADDRESS

CITY ZONE STATE



Few organizations in U. S. transportation have moved faster and further in two short years than the National Association of Shipper-Motor Carrier Conferences.

Underlying the tremendous success of the NASMCC are two key factors. First of all, the NASMCC is performing a vital function. By welding together motor freight's six territorial groups, it is helping to lend a new unity and "punch" to the entire trucking industry.

The calibre of the NASMCC's leadership is the second factor underlying the unit's growing strength. Its top officers and other officials represent motor freight's foremost executives—men dedicated to the advancement of the industry through the improvement of highway concepts, procedures, and operations.

SHIPPING MANAGEMENT is proud to present the following analysis of the NASMCC's "how" and "why." It was prepared for SM by A. J. Maurer, chairman of the NASMCC's Publicity Committee. Mr. Maurer is Assistant Director of Transportation for the Chicago Association of Commerce and Industry.

The National Association of Shipper-Motor Carrier Conferences was organized in Chicago on September 22,

1959. This Association is a federation of the various territorial shipper-motor carrier councils or conferences, but is so organized as to preserve the autonomy of each of the regional organizations. The six territorial groups presently making up the National Association of Shipper-Motor Carrier Conferences are: *Southern Shipper and Motor Carrier Council*; *Ohio Shipper-Motor Carrier Conference*; *Central Area Shipper-Motor Carrier Conference*; *Middlewest Shipper-Motor Carrier Conference*; *California Shipper-Carrier Conference*; *New England Shipper-Motor Carrier Conference*.

The purposes of the Association are:

1. To coordinate, promote, and further the activities of the regional organizations on a national basis.
2. To encourage the formation of regional organizations where they may be necessary, and to provide counsel and direct assistance as it may be required.
3. To provide a forum for the exchange of ideas, either as to the most effective operation of the regional or-

ganizations, or more broadly, as to any matter of interest commonly between shippers and any form of for-hire motor carrier transportation.

4. To establish a channel for suitable public relations and publicity on behalf of both national and regional organizations.

5. To permit discussion and action as to pending legislation or orders before Congress, and the several legislatures and administrative bodies.

6. To promote attendance on the part of responsible shipper and carrier management representatives in both national and regional meetings.

7. To engage in such studies as may be required on any national problem involving the relationship between motor carriers and shippers, including the publication of the results of such studies where desirable.

8. To debate and if so determine to sponsor or promote ideas, proposals, orders or laws on a national basis in or before appropriate bodies.

The Board of Directors of the national Association consists of one shipper representative and one carrier representative, plus alternates for each, designated by all of the six regional organizations making up the Association. The regional groups' contribution to the national Association is on a per capita basis of 50¢ annually for each member in good standing.

The newly-organized Association held its first annual meeting in New York City on April 26, 1960 and elected Arthur W. Todd, director, Purchase Engineering, Lincoln Electric Company, Cleveland (Ohio) as its president. This was a fitting tribute to the man who perhaps more than any other spearheaded the formation of the group.

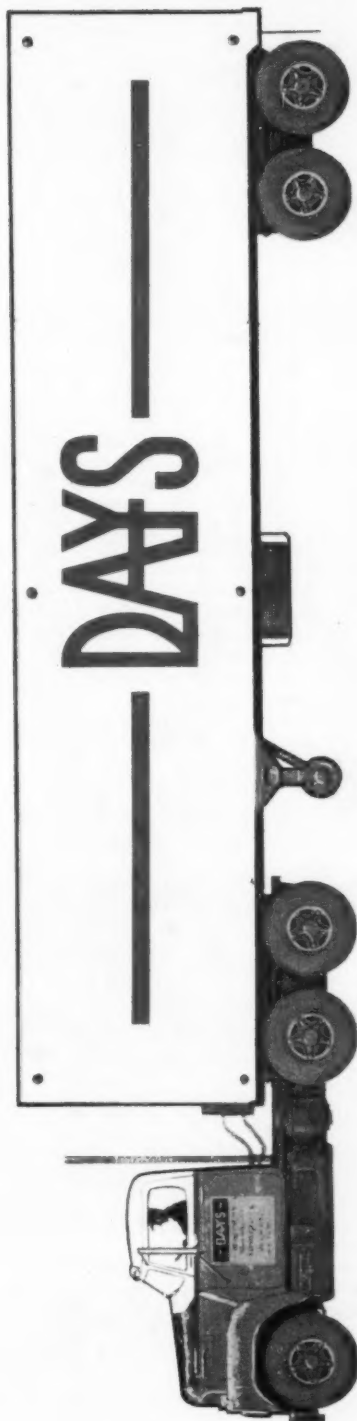
Others elected to office at this first annual meeting were R. A. Baensch, vice president, Scherer Freight Lines, Chicago (Ill.) vice president; H. D. Musick, traffic manager, American St. Gobain Corporation, Kingsport (Tenn.) treasurer, and F. G. Freund, National Motor Freight Traffic Association, Washington (D. C.) secretary.

At the second annual meeting held April 11-12, 1961, in Chicago, Albert

(Continued on page 28)



A. W. Stout & A. W. Todd,
NASMCC pioneers



For the very best service

BRADY MOTORFRATE, INC.
DES MOINES, IOWA

DAYS TRANSFER, INC.
A Division of Brady
ELKHART, INDIANA

STRATELINE 

BLOCK THAT WHEEL



... and
**PREVENT
THIS!**

Safety Wheel Blocks are light, strong, tough because they're **STEEL CASTINGS**. Hold heavy trucks, trailers with ease. Prevent accidents caused by vehicle moving away from dock while loading, unloading. Easy to handle, store. Practically indestructible. Stocked for immediate delivery.

\$12.35 ea.

1-3 Blocks

\$11.45 ea.

4 or more

F.O.B.
Hammond, Ind.

Order now for immediate delivery!
Write for illustrated catalog.

CALUMET STEEL CASTINGS CORP.
1848 SUMMER STREET • HAMMOND, INDIANA

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W. Stout, general traffic manager, Eastern Express, Inc., Terre Haute (Ind.) was elected president of the Association and Mr. Musick vice president. In addition, W. P. Downey, vice president-traffic, Eastern Motor Dispatch, Columbus (Ohio) was elected treasurer. And Mr. Freund was reelected secretary. This meeting featured discussions on subjects of timely interest by men prominent in their respective fields.

The officers of the Association and committee chairmen headed by Mr. Stout met at Pittsburgh, Pennsylvania on August 10, 1961 to lay plans for the third annual meeting scheduled for April 3-5, 1962 at Atlanta, Georgia. While it is too early to report the details of the program under consideration for this meeting, the officers of the Association have pledged that it will be of such a nature as to justify the attendance of a large delegation of shipper and motor carrier representatives from all sections of the country.

While the Association in terms of years is still in its infancy, through its able leadership it has rapidly become a recognized national medium for the exchange of ideas and information concerning transportation matters of mutual interest to both shippers and motor carriers.

TRAFFIC HIGHLIGHTS

Frederick T. Voorhees has been named general manager of the container division, a new post, by High-

way Trailer Industries. Mr. Voorhees has served as technical advisor for the company's containerization program since he retired with the rank of Brigadier General from the U. S. Army at the end of 1959.

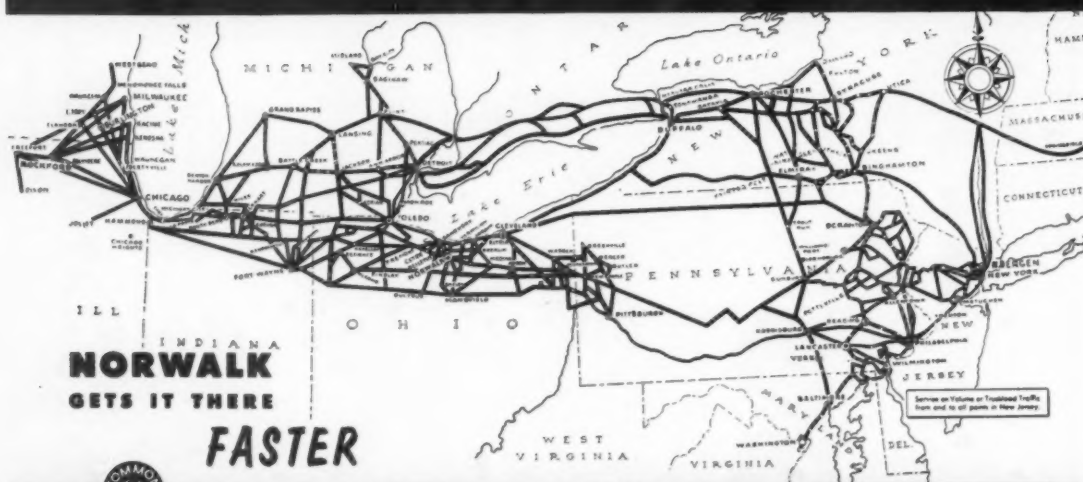
In his new position, Mr. Voorhees will have charge of all Highway cargo container programs, including those for household movers; military; piggyback; marine containership; air cargo movement; and the company's *Flexi-Drum* collapsible plastic container for flowable dry and liquid commodities.

F. Robery Foulger has been named manager of the Ringsby Truck Lines' Salt Lake City terminal. Announcement of Mr. Foulger's appointment was made by Gail H. Crawford, executive vice president and general manager of the Denver-based transcontinental motor common carrier.

Mr. Foulger succeeds Robert Fleming as terminal manager. Mr. Fleming has been named manager of Ringsby's Chicago terminal.

The appointment of William W. Eubanks as manager of the Houston (Tex.) branch of the Fruehauf Trailer Company is announced by Fred S. Neumann, vice president of the Fruehauf Division. Mr. Eubanks replaces Max Keenan who is now on special assignment at the firm's home office in Detroit.

NORWALK TRUCK LINES INC. NORWALK, OHIO



NORWALK
GETS IT THERE

FASTER



44 TERMINALS SERVING OVER 3000 POINTS DAILY

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WHO FLIES TODAY'S

WHY Missile Costs Soared To Avert Strikes: These Money Jobs

By United Press International
WASHINGTON, Nov. 15 (UPI)—Convair cost analysts today said the company's investigation of the cause of the \$692,000 cost overrun in the development of the missile, which is scheduled to be launched next week, is still in progress. The company's chief at Cape Canaveral, Jack Cannady, told the Senate subcommittee that the investigation is still in progress. He said the company's chief at Cape Canaveral, Jack Cannady, told the Senate subcommittee that the investigation is still in progress. He said the company's chief at Cape Canaveral, Jack Cannady, told the Senate subcommittee that the investigation is still in progress.

TO SAN JUAN

ONLY TRANS CARIBBEAN! The most perishable cargo of all is today's news. That's why the New York Times, Herald-Tribune, News and Mirror and The Wall Street Journal rely exclusively on Trans Caribbean Airways to rush their daily editions from New York to San Juan.

IF YOU SHIP BY AIR TO PUERTO RICO, USE TRANS CARIBBEAN. Daily New York—San Juan

flights with next-day delivery—Door-to-door pick-ups and deliveries. No other airline offers lower rates. Extra savings on shipments over 10,000 lbs. Special cargo charter rates.

SPECIAL ARUBA SERVICE. Cargo flights 3 times weekly with lowest rates on many items (foodstuffs and apparel, for instance). Door-to-door pick-ups and next-day deliveries.

Trans Caribbean Airways

CARIBE CARGO/CARGO BUILDING NO. 84/N. Y. INTERNATIONAL AIRPORT/PHONE OLYMPIA 6-8080

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October, 1961

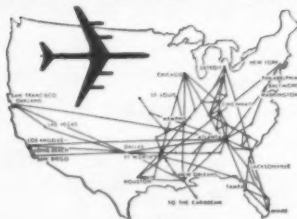
Routine or rush,
specify Delta Jet Freight

NEXT STOP: THE MOON



Space helmets to propulsion units, first fly Delta Jet before they zoom to outer space. Delta Air Freight is always faster, often cheaper than surface transportation for routine or rush shipments. Delta has overnight nationwide delivery plus connections to every international destination.

EXAMPLES, DOOR-TO-DOOR:
100 lbs. Los Angeles to Canaveral \$29.85
300 lbs. Miami to Chicago \$28.95



DELTA
the air line with the **BIG JETS**
GENERAL OFFICES: ATLANTA, GEORGIA

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30

TRAFFIC NEWS

Frederick H. Mueller, Secretary of Commerce during the Eisenhower Administration, has been elected a director of the Fruehauf Trailer Company. Mr. Mueller, who at present is residing in Washington, (D. C.), served the United States Government as Assistant Secretary of Commerce for Domestic Affairs, and later as Assistant Secretary of Commerce for 4 years preceding his cabinet appointment.

A native of Grand Rapids (Mich.) Mr. Mueller was graduated from Michigan State University Engineering College in 1914 and later received the Honorary Degree of LL.D. He was a partner in the Mueller Furniture Company (now Widdicomb-Mueller Corporation) from 1914 to 1955, when he first went to Washington.



Frederick H. Mueller

During World War II, he headed Grand Rapids Industries, a group of manufacturers who pooled their facilities to produce troop-carrying gliders and other aircraft components.

Other action taken by the Fruehauf board: acceptance of the resignation of Roy W. Jacobs, former vice president-corporate secretary; appointment of B. M. Kirsten as vice president-purchasing & traffic, Alexander Black, as vice president-planning, E. L. Rushmer, as vice president-general counsel and corporate secretary; Harry E. Foulkrod, as vice president-marketing, and F. S. Neumann, as vice president & general manager of the Fruehauf Division.

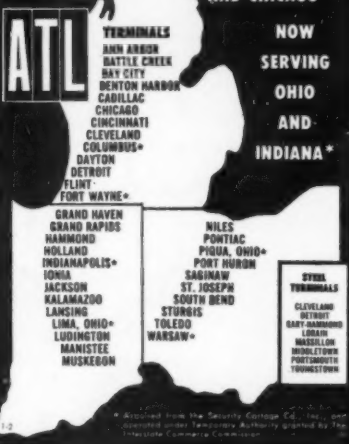
Ringsby Truck Lines' California Management Division has named William A. Almeida, Harry Taylor, and James C. Egan to its executive staff. Heading the division is C. A. Millen, western division sales and traffic manager for the newly created

(Continued on page 44)

ASSOCIATED TRUCK LINES, INC.

GRAND RAPIDS
MICHIGAN

"FIRST IN MICHIGAN"
AND CHICAGO -



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CUSHMAN MOTOR DELIVERY CO.

GEN. OFF. 1480 W. KINZIE ST., CHICAGO
HAYMARKET 1-6613

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Shipping Management

COOPER-JARRETT, inc.

"The TRAFFIC MAN'S Line"

YOUR SHIPMENT IS COVERED!

\$1,000,000.00 INSURANCE

One package . . . or a truck load . . . Every shipment COOPER-JARRETT handles is covered by a \$1,000,000.00 insurance policy!

Protection enough?

More than enough to give you the kind of protection you need.

Yes, just more evidence . . . another reason for the wanted "CONFIDENCE-JUSTIFIED" service you continually receive from COOPER-JARRETT.

More than enough insurance to cover all your shipments . . . Handled by trained experienced men . . . Working with the most modern and efficiently maintained equipment . . . Constantly watching your shipments through the wonder of electronic IBM-TELETYPE . . . Assures you of the finest freight services available.

"CONFIDENCE-JUSTIFIED" service is that service!

"CONFIDENCE-JUSTIFIED" service is COOPER-JARRETT service . . . ready to serve you now . . . always.

From the moment you phone us . . . and from that time on . . . every facility, and more important . . . every man in the COOPER-JARRETT organization is ready and willing to serve you in the only way that builds the reputation of their "CONFIDENCE-JUSTIFIED" service, that is COOPER-JARRETT Service.



YOU'LL FIND YOUR "CONFIDENCE-JUSTIFIED" BY



"CONFIDENCE-JUSTIFIED" SERVICE TO ALL POINTS FROM TERMINALS IN . . .

ALLIANCE, OHIO
BALTIMORE, MARYLAND
CHICAGO, ILLINOIS
CINCINNATI, OHIO
CLARKSBURG, WEST VIRGINIA

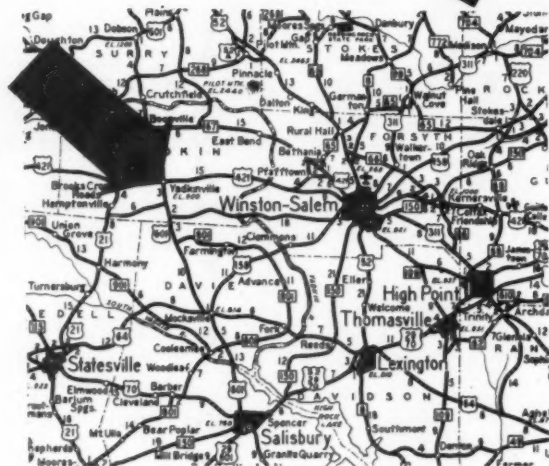
CLEVELAND, OHIO
COLUMBUS, OHIO
JERSEY CITY, NEW JERSEY
KANSAS CITY, MISSOURI
PHILADELPHIA, PENNSYLVANIA
PITTSBURGH, PENNSYLVANIA

TOLEDO, OHIO
METUCHEN, NEW JERSEY
UNIONTOWN, PENNSYLVANIA
WALLINGFORD, CONNECTICUT
WHEELING, WEST VIRGINIA
ZANESVILLE, OHIO



WHAT ABOUT YADKINVILLE?

820 people . .10 manufacturers . . .
tobacco baskets for a great industry . . .
24 miles from thriving Winston-Salem . . .
not a railroad in the county . . .
Important? Yes, most important, both
to the people of Yadkinville
and to the people of Hennis . . .
Here's how we treat them . . .



SERVICE?

Every day, every week . . .Most days there's only a small shipment, and some days there's nothing, but when there is, Hennis delivers . . .

The same consistently good service, village or city . . .

RATES?

Rates to the merchants of Yadkinville are on the same low level as those charged their competitors 24 miles away . . . Hennis plays no favorites---Main stem or back road . . .
No rate penalty when you ship via Hennis . . .

ROUTING?

Yes, it pays to route your shipments Hennis, as thousands of our customers, Yadkinville and throughout the country will tell you . . .

Whether your shipping problem concerns Yadkinville or Chicago, New York or Atlanta, Charlotte or Detroit, demand the best . . . 31 terminals to serve YOU!

Serving

Pennsylvania, Ohio, Michigan, Illinois

Maryland, Delaware, New Jersey, New York,

North Carolina, South Carolina, Georgia, Virginia,

'Servant of Industry'

HENNIS

FREIGHT LINES INC.

Specialists in the Handling of Small Shipments

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AIR CARGO NEWS



Air speed records are still falling thick and fast! Latest record-smasher: a British European Airways Comet 4B jet, which recently flew from London to Stockholm in a blistering 1 hour and 57 minutes and then cracked its newly established record by making the return flight in one minute less.

VIASA—Venezuelan International Airways—is stepping up the tempo of its U. S. cargo-passenger operations. The sky freight hauler has named the World Tariffs Corporation of New York as its U. S.-Canada tariff agent.

World Tariffs will file all passenger and cargo tariffs required by the Civil Aeronautics Board and the Air Transport Board of Canada on behalf of VIASA. The carrier currently operates air services to Miami and New Orleans from Venezuela and will inaugurate Convair 880-M jet flights to those points later this month. On tap: expanding service to both Miami and New Orleans, as well as New York.

Alaska Airlines has opened a regional office in San Francisco and plans to establish a regional sales center in Dallas, to be opened later this year. Named to head the SF unit: Hal Heagney. His territory: Northern California; Idaho; Utah; Nevada; Wyoming; and Colorado.

Ordered by Japan Air Lines: the Douglas Aircraft Company's newest, most economical and fastest DC-8 jetliner. Powered by four Pratt & Whitney JT3D turbofan engines, the aircraft has 33% more take off thrust and a greater operational range than any DC-8 now flying.

Scheduled delivery date: March, 1962. Projected commercial service date: Spring, '62.

Inaugurated recently by T.A.I. (Transports Aeriens Intercontinentaux): DC-8 hops linking Tahiti and Honolulu; Tahiti and Los Angeles; and other points.

Now being tested by United Air Lines is a new fibreglass container, designed specifically to expedite the handling and hauling of sky shipments.

The electronic brain centers of airlines around the world will be linked in an automatic and virtually instantaneous system for reservations messages and space control, beginning this month.

This will be made possible by adoption of a universal standard interline message format—a common reservations language with a vocabulary understood by machines as well as humans.

The new code has been agreed on behalf of the 48 U. S. airlines in the Air Transport Association and the 89 member airlines of the International Air Transport Association.

Suitable for both manual and machine handling, the message format will enable messages to move automatically over the linked communications systems of the airlines and through the electronic data processing machines by which many companies now control space allotments and confirm reservations.



The agreement is an important step toward the airline industry's long-term goal of a completely automatic and integrated reservations, fare computation and ticketing system. Because of the increasing speeds and traffic volumes of the jet age, airlines have already made massive investments in EDP systems for this purpose and their number is growing rapidly.

NEW HORIZONS: It's about to happen! Passengers will finally take a back seat—literally—to air freight, when the Douglas Aircraft Company unveils its new DC-8F Jet Trader late next year. Potential results? Enormous, both for air freight and passenger service.

Capable of flying at a sizzling 579 miles per hour, the pure jet's forward two-thirds will be devoted to cargo; the rear third, to passengers. Because of the combination, some experts predict, Douglas users will be able to hack their cargo rates to "somewhere in the vicinity of 15¢ per ton-mile and passenger economy fares by about 20%."

Basically, the Jet Trader is a third generation DC-8—with a twist! It has the same exterior dimensions; power plants; and systems as the DC-8s now making history on the airlines of the world. But the 8F will be tailor-made to the handling of cargo. It will carry 52,000 pounds of freight, in addition to the 54 passengers seated in its completely separated aft section.

MOTOR CARRIER DICTA

BY DAVID AXELROD

recovery for misrouting

A shipper tendered a number of unrouted shipments to a motor carrier. The carrier transported them over higher

rated interstate routes instead of lower rated intrastate routes. Subsequently, the shipper filed suit to recover the difference between the total charges based upon the two rates. After an adverse judgment

of a U. S. District Court, the shipper filed an appeal to the U. S. Court of Appeals which held in affirming the trial court that (1) the I.C.C., instead of the Courts, has primary jurisdiction to determine the reasonableness or unreasonableness of such a routing practice, and (2) shippers cannot sue motor carriers in a court over the reasonableness of freight charge for past shipments.

labor


A trucking business previously run by one company was split into two companies with one successor doing over-the-road hauling and the other doing local cartage. The same employees were retained and the over-the-road drivers were generally supervised by an official of the cartage company. Almost all of the cartage company's business originated with the over-the-road company. One of the companies became involved in a labor dispute. Because the Union picketed both to enforce its demands, the so-called "neutral" company filed a damage suit alleging that the Union had engaged in a secondary boycott.

A United States Court of Appeals held that the ban on secondary boycotts in the Taft-Hartley Act was intended to protect an "unconcerned, neutral em-

(Continued on page 48)


MID-AMERICA'S FAVORITE

LTLers



BETWEEN

- TEXAS
- ST. LOUIS
- AND
- INDIANA
- OHIO
- THE EAST



A.B.F.

ARKANSAS•BEST FREIGHT SYSTEM, INC.

GENERAL OFFICES FT. SMITH, ARKANSAS

MANAGEMENT CONTROL OF HEALZER CARTAGE COMPANY

Kraft heads Chicago office of Shipping Management

Jerry Kraft has been appointed to succeed Harry Hearst as manager of the Chicago office of SHIPPING MANAGEMENT.

Educated at Miami University, Oxford, Ohio, Kraft has had many years of publishing and marketing experience in the direct selling field. He was formerly associated with Specialty Salesman Magazine as Mid-Western advertising manager and consultant in merchandising and copy service.

Mr. Kraft will service advertisers of this publication in the Chicago and western area and will operate out of the SHIPPING MANAGEMENT office at 11621 South Ashland Avenue, Chicago 43, Ill.

Shipping Management

DO THE THING!

by Les Allman

Last June, Les Allman, President, The Allman Company, Detroit, delivered an address before the members of the Motor Transport Society of Tri-State College in Angola, Indiana. The talk was warmly received—and with good reason! Mr. Allman makes a variety of important points and suggestions well worth heeding.

Judge for yourself. Here are excerpts from his speech:

I well remember a time in this country—back before we ever heard of the so-called “New Deal” and the “Fair Deal” and the “New Frontier”—when all of us were just American folks trying to study, work, and operate on the basis of a “square deal” for everyone concerned.

... Many of us had the idea that if we wanted to achieve success in any profession or line of business, we would simply have to pay the price for it in work, application, self-denial, and positive performance.

Sometimes, when I reflect upon the changing times in which we live, one fact stands out as wonderfully encouraging for the future. It's the fact that so many young men and women in our country are steadfast and firm in their conviction that true success is something you work for, sacrifice for—something you go out honestly and vigorously to realize.

I know many business houses where the personal interest and spirited leadership of top executives generate such enthusiasm and joy in substantial accomplishment that almost everybody in the organization gets into action. Men work long hours. They go far beyond the call of routine performance.

... The attitude of these youthful workers and their daily accomplishments in so many fields of activity are in marked contrast to the “take it easy” performance of some of our citizens, who feel the world owes them a living. Unfortunately, there

ARE individuals who believe they can negotiate success, instead of working for it.

The keynote of my message is this: Work! Get going! Start your energy flowing along constructive lines! Do the thing!

... It's my observation the world is always on the lookout for people who want to pitch in and lift. It pays to have a keen desire to serve, to help, to cooperate. Sometimes the chance to serve is so near at hand that you just don't see it. Use your imagination. Think in terms of being helpful to somebody, to some employer. Put your heart into the job!

You will find this advice trustworthy because it is precisely the formula followed by the pioneers who began the great trucking industry in the U.S. Many of these men were just youngsters, fresh off the farms or from the small towns.

They didn't have much money. One thing, however, they did have in common. That was a burning desire to serve the customer, serve the shipper.

Usually a young fellow bought a truck on contract, paying about 25% down. He lined up a deal to haul whatever was available. Then he went to work. He drove his own truck. He had to buck all kinds of handicaps ... In spite of these, these early truck operators were literally on fire with enthusiasm and determination to keep the wheels moving.

In this modern age, we find the large truck lines of America—and the smaller ones, too—all operating with service to the shippers as the primary consideration in all their operations.

... Ask any experienced motor carrier about obstacles and he'll tell you that the trucking industry has always had its problems—with the operators struggling almost constantly to overcome difficulties, such as taxes, legislation, and competition from all forms of transportation. Out of it all has

come the great industry we know today—serving all the people in countless ways.

For one thing, little understood by the general public, the truck operators have always had open minds—quick to accept and try any new ideas which gave some hope of improvement in their service to shippers. They have been first to adopt the most modern designs in their new haulage equipment. Their steady insistence on better trucks and truck-trailers has spurred engineers and manufacturers to come up with vehicles of amazing capacity for performance, economy, and efficiency.

It was the fast, flexible delivery service created and constantly improved by truck operators which brought about hand-to-mouth buying in American business. What a revolution this has been in cutting the costs of doing business and providing the people with a wider and wider variety of all kinds of useful products.

... This business of truck transport has always been blessed with plenty of vigorous, rugged leaders. I mean men with driving enthusiasm and boundless energy.

... Keep in mind always that this business of motor transport has never been a static industry. It has always been dynamic. Great, new developments are underway right now. The little, humble truck-trailer we knew 40 years ago, with its heavy body of hardwood, braced with plenty of iron—is being transformed into a light, but very strong and mobile unit, which we call a container. What avenues of new opportunity are opening to young men in this tremendous field of truck transport. There are openings here for young fellows who have the desire and the will to work.

Get fun out of your job! Put joy into your work! And first thing you know, you'll be lifting—you'll be doing the thing!

LATE NEWS NOTES

High stepping Western Gillette has ordered 50 spanking-new White Compacts with White-Perkins Diesel engines from the White Motor Company. The units have a 150 inch wheelbase; are equipped with 20 foot bodies; and have five speed transmissions. They are powered by six cylinder diesels, producing 120 HP at 2800 RPM.

R. W. Huffman, Safety Director of East Texas Motor Freight since 1957, has been elected a Vice President of the Dallas-based line. Mr. Huffman will continue as Safety Director and will also assume additional responsibilities in planning and in staff activities, reports Fred E. Tucker, Jr., ETMF Board Chairman.

The Fruehauf Trailer Company has made three key appointments to its advertising and marketing departments.

Jack Strait has been named director of advertising; Fred Rector, director of marketing research, and Walt Kavanaugh, assistant to the vice president-marketing.

Chalked up recently by a Spector Freight System double-bottom: its 2 millionth accident free mile. Spector is currently operating double-bottoms on the Indiana, Ohio, and Massachusetts Turnpikes, as well as the New York Thruway.

"This country is on the threshold of its highway age—an age of geographic saturation." So says Welby M. Franz, chairman of the board of the American Trucking Associations.

In a recent speech before the Industrial Traffic and Transportation Association of Indiana, Mr. Franz pointed out that new superhighways will bring an even greater decentralization of population and industry away from the metropolitan areas than now exists.

"The motor carrier industry," he maintains, "has had a lot to do with the age of geographic saturation and it has a lot to do with us."

Gene T. West has joined Consolidated Freightways as Director of Traffic, O. H. Fraley, CF Vice President-Traffic has announced.

Mr. West will make his GHQ at Menlo Park, California. His assignment: to co-ordinate

the activities of the company's traffic service offices at Bellwood (Ill.) and San Francisco.

"Speeding up of our internal teletype communications is an inevitable requirement of our ever-faster flight operations. Installation of automatic facilities for relay of sales, operations, and other teletype traffic must be done to key our communications to the jet-age speed of our flights," explains Northwest Airlines Communications Director R. H. Weine.

Northwest's new teletype system—the 81-D-1 system—has been installed by Western Electric Company for the long lines department of the American Telephone and Telegraph Company. The fastest equipment available, it replaces a manual-tape-relay teletype system.

In the present equipment, each office with a teletype "drop" uses a teletype keyboard to "cut" a perforated paper tape, which then is fed into a transmitter. At the manual switching center, a receiver punches a similar tape, a teletype operator reads the address and the tape is fed back into one or more transmitters to be sent to the address, a time-consuming procedure.

In the 81-D-1, key letters preceding the message punched on tape in the originating office activate automatic switching center equipment—in the same way that dialing digits on a telephone make a dial exchange seek out the telephone number being called. One or more offices automatically receive the teletype message within seconds of its being transmitted.

The automatic switching center goes a dial telephone exchange one better, however. When one or more of the teletype "lines" is "busy", the equipment stores the message until it can be transmitted—usually a delay of a few seconds only.

Interconnected on the new system are all of Northwest's domestic stations, in an area bounded by Seattle-Tacoma on the west, Edmonton on the north, New York on the east, and Miami on the south. In larger stations, not one, but many, offices are included.

Tapes will continue to be relayed manually, however, from the Seattle-Tacoma message center to several offline cities on the West Coast, and to Northwest's overseas offices in Honolulu, Anchorage, and the Orient.



"TIME IS MONEY"!



Benjamin Franklin offered this advice to a young tradesman in 1748. Perhaps these words were important then, but *today* their meaning has undoubtedly increased tenfold. The fast pace of American business requires quick and dependable service of all kinds. In shipping, for example, no one can afford late deliveries. Both time and money would be lost. Next time you're shipping, choose C X I, the on-time, Class I carrier servicing the East and West.

CHICAGO EXPRESS, INC

Third and Adams Streets, Kearny, New Jersey

TERMINALS (East): Baltimore • Boston • Bound Brook • Hartford • Kearny • New York • Philadelphia • Providence • Schenectady • Syracuse • Trenton
(West): Chicago • Cincinnati • Cleveland • Elkhart • Fort Wayne • Indianapolis • Kansas City • St. Louis • St. Paul • Toledo

CHECK NO. 37 ON HELP-O-GRAM COUPON

October, 1961

EMPHASIS ON SERVICE KEEPS MAJOR TRUCK LINE ROLLING IN HIGH GEAR

Number One objective of the trucking industry is to provide highway shippers with the service to which they're entitled.

Over the years, this emphasis on service has played a major role in motor freight's rise to its current position in transportation. Today, service—encompassing speed, dependability, effective shipper-carrier communication, and painstaking attention to every shipment—continues as a focal point of trucking's interest and effort.

Eastern Express, Incorporated, reflects motor freight's determination to provide top-notch transportation at a reasonable price. From the very beginning, the Terre Haute (Ind.) truck line has given top priority to serving its customers.

Wilson M. House, founder and president, recognized the importance of service. From the company's first days, he made service the basis of all planning, training, and development of Eastern personnel. Today, the entire employee force has been welded into a strong family unit working on the principle

that service is the company's product, and as such has to be delivered.

The spirit of giving the best service at Eastern Express has been exemplified during the past two years by Welby M. Frantz, executive vice president. Now completing his year as Chairman of the Board of Directors for the American Trucking Associations, Mr. Frantz has, since his election as president of the Association in October, 1959, shown the meaning and spirit behind Eastern's slogan, *SERVICE . . . OUR FIRST THOUGHT!*

During this time, as a representative of the trucking industry, Mr. Frantz spoke before many groups of various and assorted interests throughout the entire country. Continually on the move, he was always ready to serve the industry at any function or in any capacity that could be fitted into his busy schedule.

Mr. Frantz's itinerary of appearances and speaking engagements carried well over into this past year when he served as Chairman of the Board for the American Trucking Associations. His activi-

ties, advice, and counsel have been of great importance to the industry during a period of trials and tribulations to all trucking companies. When Mr. Frantz relinquishes the reins of Chairman of the Board this fall, he will leave behind him overwhelming evidence of his belief in service to the trucking industry. This great belief in service has been passed on by Mr. Frantz to all the employees of Eastern Express.

Putting this belief in service to a practical use has been accomplished in many ways by the Eastern Express management. Working on the principle that the customer reigns has brought about one of the fastest sales growths in the industry.

Development of new line haul innovations has brought about faster service. Continual research in rates and tariffs has solved many shipper problems. A planned purchase program has continually improved equipment standards. Well equipped garages keep equipment at peak efficiency. And close control, efficient training programs and continual research gives Eastern's customers the best in-terminal service possible.

Most of these services have been put into operation by either Mr. House or Mr. Frantz during the company's brief 15 year history. One of the most successful of these is the present freight service department. Working on the principle of giving the best freight handling service possible, this department emphasizes prevention rather than correction.

The department was originally started in 1948 by Mr. Frantz who wanted to give the company's salesmen the assurance they could offer the best possible freight service available. The main objective of the department at that time was to develop a program for claim prevention. The investigation and adjusting of all cargo damage was treated differently than it had been up to that time in the entire industry. Instead of focusing attention on cargo claims, the department was primarily interested in developing a sound program for the prevention of damage.

To accomplish these goals, the freight service department concentrated on training. Handling freight became a profession and all employees had to develop into experts. This training started with the careful selection of new

Mapping out a highway hauling operation are Eastern Express' William F. Carroll, Director of Freight Service, and Welby M. Frantz, executive vice president of the high-stepping line.





Left: Eastern's Philadelphia terminal features drag line. Below: Fred Salmon, W. Terre Haute terminal mgr., and Richard Shaul, freight service assistant, discuss Eastern's new freight bill. Center: Mr. Shaul and Harold Searcy, western claim supervisor, study tachograph chart. Bottom: freight service personnel photograph loads to aid in education for dockmen and handling men.

freight handling employees, and followed through with rigorous indoctrination. The discovery was soon made that new employees, made well acquainted with modern freight handling methods, were more efficient in their work and were better able to prevent cargo loss and damage. By fully explaining job functions and equipment, the new employee did not make beginner's mistakes, and continual instruction soon made him into an expert.

Training and indoctrination of all employees established the precept of prevention rather than correction. It is not always possible to completely rectify mistakes after they happen, but it is possible, through extensive indoctrination, to prevent most errors from ever happening.

At the beginning, this department served somewhat as a utility department. Besides its freight service functions, the department had three other functions; cargo claims, line haul operations and in-terminal freight handling.

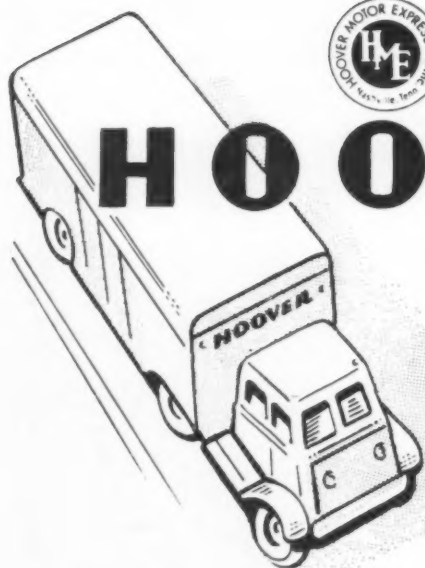
With the hope of obtaining better service and more efficiency, Mr. Frantz separated these functions in 1956 and put into operation a line haul operations department, an in-terminal freight handling department and a new department, the insurance department. The new department handled all claims, property loss and property damage, and workmen's compensation and cargo loss.

The freight service department, eased of these other responsibilities, was put under the leadership of William F. Carroll, who immediately started administering a constant cargo loss and damage prevention program as one of the major functions. Utilizing statistical data prepared on IBM machines to guide their efforts, field representatives worked continuously to improve terminal operations.

Working with terminal personnel, they provided training and instruction in new methods that assured safe transportation of all the cargo entrusted to Eastern Express, Inc. Through this planned effort to eliminate mistakes before they happened, the claim ratio of Eastern Express has consistently dropped to below that of the industry and has remained so today.

Today the department has developed other functions that have proved to be of great importance to the service for which Eastern has become famous. In-





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General Offices

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ter-related with preventive measures is the responsibility of correcting freight handling errors that, through continual exposure, will occur.

Any cargo loss and damage is thoroughly investigated and corrected. This job, commonly referred to as OS&D, (Overage, Shortage and Damage) is made easier by the utilization of the company's full time telephone network. This telephone system makes possible daily conference calls with all the Eastern terminals taking part. During these conferences, which are monitored by



Harold Searcy, Western Claim Supervisor, carefully analyzes impact recorder chart.

the general office in Terre Haute, the freight service personnel of each terminal reports any overages and shortages. These reports are investigated promptly and then during the afternoon conference are answered with corrective information.

Another job of the freight service department is the control of all movements of perishable items. The amount



Busy and efficient! Terre Haute freight service personnel are always on the go.

of food products moving to the dinner table via the highway is continually increasing, and these perishable products call for highly specialized attention, such as refrigerator and heater service. This requires continuous research and development of methods to care for the ever changing demands of our nation's food industry.

The modern day trucking company must be able to tell its customers where their shipments are at all times. This

Shipping Management

GATEWAY

Subject: ETMF Handling thru
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To: Carriers Interlining
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1. YOU SAVE TIME because ETMF terminals receive interline freight weekdays or weekends, around the clock. No waiting for door space or checkers . . . your drivers get in and out in a hurry.
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PLUS: Accurate billing; prompt, careful follow-up on tracing; a claim prevention program that assures damage free delivery.

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MEMPHIS

PORT ARTHUR
ST. LOUIS
SAN ANTONIO

SHREVEPORT
TEXARKANA
TYLER

CHECK NO. 29 ON HELP-O-GRAM COUPON

October, 1961

service, known as tracing and expediting, is another function of the freight service department. With the aid of an ultra modern teletype and telephone communications system, freight service personnel can provide customers with prompt and accurate information concerning the movement of their shipments.

Each of the thousands of shipments transported daily throughout the Eastern system is listed on a teletype manifest which reaches the destination terminal hours in advance of the arrival of the shipment itself. This not only enables customers to have at their disposal the information they so often need

concerning delivery schedules, but also provides a means for accurate planning to assure prompt service.

The success of the freight service department is attested to by the company's many satisfied customers and by the national recognition received. As early as 1952, the department received a certificate of "Special Recognition" in the annual claim prevention contest held by the American Trucking Association, and has repeated each year since.

Bill Carroll, director of the department, believes he has the answer to their overwhelming success in freight service when he states, "Working on the principle of the best way to correct

a freight handling error is to prevent it before it happens, the department continually stresses personnel training and research in the latest innovations and equipment."

This type of service, putting the customer's desires and satisfaction first, is the basis for Eastern Express' fast growth and success in the trucking industry. Freight service is only one of the many top-rated services performed by this company. Each phase of its operations is based upon a service principle. Mr. House's firm belief in his employees, combined with Mr. Frantz's belief in service, will continue to give Eastern's customers the best possible service they can find anywhere.

Mr. Frantz has been quoted many times as giving the reason for the ability of Eastern Express, to serve its customers satisfactorily and efficiently as, "In our case, it was simply a matter of service, the kind of service a shipper has a right to expect of a carrier. We don't intend to forget (and we cannot if we anticipate a satisfactory future) that our company and our industry were built on this foundation."

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OFFERS CONSISTENT THIRD MORNING SERVICE



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Tired of excuses and delays? Want to be SURE your shipment arrives on time and in good condition at its destination? Then ship MIDWEST—the line of dependable, personalized service. Only MIDWEST offers consistent third morning service between Chicago and New York City because only MIDWEST has no intermediate stops... can highball your shipment straight through with personal service all the way.

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Midwest Freight

FORWARDING CO., INC.
GENERAL OFFICES 3220 S. WOLCOTT AVE.
Phone Virginia 7-3345—CHICAGO 9, ILLINOIS

Consolidated Freightways Marketing Department promotions: Colman H. French, to the post of Director of Trade Relations; Raymond M. Brown, Jr., to Director of Sales Analysis and Research; and Raymond D. Kershner, to head public relations... Roy R. Brown has been appointed assistant treasurer by Chicago Express, Incorporated. Mr. Brown, a 25-year motor freight veteran, is a recognized authority on trucking accounting and tax problems and is an active member of the ATA Motor Carrier Accounting Council. Previous posts: comptroller at Ringsby Truck Lines; treasurer for Hancock Trucking; and president and treasurer of Independent Truckers.

Johnson Motor Lines, Incorporated, has elected W. E. Hampton as Vice President-Maintenance. Mr. Hampton was formerly president of United Equipment & Service, Incorporated, which was recently merged with Johnson. The new VP is credited with the design of many innovation in the Johnson fleet, recognized by the manufacturing industry and incorporated in trucks and equipment nationally.

Vaughn Hearldson has been named Louisville sales representative by Gordons Transports, Incorporated. Mr. Hearldson will represent the line in Kentucky, Ohio, and Indiana. His GHQ: 408 Lindsay Court, Louisville... Roadway Express has inaugurated a non-stop sleeper cab operation between Chicago and Birmingham, Alabama.

New Dallas terminal manager for the Strickland Transportation Company is Carroll Owen. Strickland's facility is one of the most important in the lines system and handles some 25 million pounds of freight a month.

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PRESSURE ON YOUR NET PROFITS IS GETTING HEAVIER

The transport industry is engaged in a great struggle to maintain normal **NET PROFITS** in the face of steadily mounting **OPERATING COSTS**.

Industry estimates indicate that gross receipts are going **UP** and net profits going **DOWN**. Operating, labor and maintenance costs will continue to rise. This trend represents a serious challenge to every management.

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A combination of safety engineering, cross-country claims service, broad coverage and low rates has made Truck Insurance Exchange the largest insurer of commercial vehicles in the West. That's why you have every reason to expect and earn substantial savings. In addition—efficient management brings *extra* savings over and above normal rate schedules.

Plan *now* to use the facilities of Truck Insurance Exchange in analyzing your insurance costs. Call the Truck and Business Insurance specialist at the office of Farmers Insurance Group in your locality. It's listed in your phone book.

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Pocatello Office
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Pocatello, Idaho

Colorado Springs Office
3500 N. Nevada Ave.
Colorado Springs, Colo.

Austin Office
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Austin, Texas

Kansas City Office
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Mission, Kansas

Aurora Office
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OUR ORANGE JUICE BAR

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INTIMATE

notes

OF EMINENT PEOPLE

By CURTIS C. STEWART

In the Nation's Capitol, come October 8, the nation's finest meet in their 28th Annual Convention, **THE AMERICAN TRUCKING INDUSTRY!!!** Their discussions will concern matters of better serving the nation's shippers, with a strong look-see to "phony" shipper associations, "grey area" transportation, and other illegal forms of carriage that are a detriment to the certificated carrier . . . An expression of extreme gratitude to the many friends who wrote this columnist during his recent "ticker bout". He will write each personally . . . **PINKNEY (JAMES F.)**, rejoins the **AMERICAN TRUCKING ASSOCIATION** as Chief Counsel—Public Affairs . . . **GIBSON (WALTER)** elevated to Director of Advertising, **FRUEHAUF TRAILER COMPANY**, hdq. Detroit . . . **CUMMINS (EDWARD M.)** appointed Assistant Sales Manager, **CONTINENTAL TRANSPORTATION LINES**, hdq. Pittsburgh . . . **MC CALLISTER (FRED)** named District Sales Manager, **TRANSCON LINES**, hdq. St. Louis . . . **GUIMOND ("PINKY")**, named District Manager, IN-

DEPENDENT TRUCKERS, INC., hdq. Chicago . . . **BURKHARDT (ELMER)** joins sales staff, **COOPER-JARRETT**, hdq. Chicago . . . **WESLEY ("RUDY")** appointed District Sales Manager, **GORDONS TRANSPORTS, INC.**, hdq. Atlanta . . . **KOHL (ALFRED M.)** named Terminal Manager, **CHICAGO EXPRESS**, hdq. Kansas City . . . **BLAZE-WICK (ROBERT)** appointed Division Sales Manager, **GATEWAY TRANSPORTATION CO.**, hdq. Milwaukee . . . **HAAS (CHARLES M.)** named District Director, **EYESEESEE BUREAU OF MOTOR CARRIERS**, hdq. Minneapolis . . . **WHEELER (JACK T.)** named Division Sales Manager, **EAZOR EXPRESS**, hdq. Pittsburgh . . . **SANFORD (R. F.)** appointed General Sales Manager, **SUNSET MOTOR LINES**, hdq. Dallas . . . **HITE (W.M. "BILL")**, **A.T.A. MOTOR CARRIER DIRECTORY V-P.**, is not only an authority on routing guides and directories, but has a thorough knowledge of the "jeep", a Continental, and can talk for hours on the subject of samples . . . **SPECTOR (BEN)** joins exec-

utive staff, **A.B.C. FORWARDING COMPANY**, hdq. St. Louis . . . **HUBBS (DON)** elevated to General Traffic Manager, **WASTE-KING UNIVERSAL CORP.**, hdq. Los Angeles . . . **STOUT (ALBERT)**, fast-moving Traffic Manager, **EASTERN EXPRESS, INC.**, will pick up his Marco Polo certificate come December 31st . . . **RAFFERTY (JOE)** named Traffic Manager, **SOLO CUP COMPANY**, hdq. Chicago . . . **MURPHY (MICHAEL P.)**, **GATEWAY TRANSPORTATION** exec., picks up prexyship, **CENTRAL MOTOR FREIGHT ASSOCIATION**, hdq. Chicago . . . **HEARLIDSON (VAUGHN)** joins sales staff, **GORDONS TRANSPORTS**, hdq. Louisville . . . **SHEPARD (JOHN W.)** appointed Director-Operations, **CONSOLIDATED FORWARDING COMPANY**, hdq. St. Louis . . . **HAMPTON (W.E. "BILL")** appointed Vice President-Maintenance, **JOHNSON MOTOR LINES**, hdq. Charlotte . . . **HAYES (LEE O)** has been named acting Traffic Manager, **THE MAYTAG COMPANY**, Newton, Iowa . . . **VOORHEES (FREDERICK T.)** named General Manager, **CONTAINER DIVISION, HIGHWAY TRAILER INDUSTRY**, hdq. New York . . . **JOHNSON (ROBERT S.)** joins Sales Staff, **SPECTOR FREIGHT SYSTEM, INC.**, hdq. Philadelphia . . . **LEE (DONALD W.)** appointed Special Sales Representative, **BOSS-LINCO LINE, INC.**, hdq. New York . . . **BAZELON (EDWARD G.)** admitted to partnership, law firm, **AXELROD, GOODMAN AND STEINER**, hdq. Chicago . . . **WATSON (JOHN M.)** joins Sales Staff, **T.I.M.E. FREIGHT, INC.**, hdq. Atlanta . . . Through the courtesy of the **WHITE MOTOR COMPANY**, **A.T.A. Conventioneers** may commute daily during the convention, between **A.T.A. HEADQUARTERS**, the **MAYFLOWER** and **STATLER HOTELS** . . . **GAINER (JAMES E.)** appointed Manager, **AMERICAN AIR LINES**, hdq. Washington, D.C., while **SILLIMAN (HOUSTON D.)** has been transferred to Chicago . . . **TUCKER (LLOYD T.)** joins Sales Staff, **CONSOLIDATED FREIGHTWAYS**, hdq. Salt Lake City . . . **BAKALE (STEVEN E.)** joins Sales Staff, **HENNIS FREIGHT LINES**, hdq. Cleveland . . . **BAUER (JOHN A.)** appointed Transportation Commissioner, **BOARD OF TRADE**, hdq. Toledo . . . **EDWARD (DAVID A.)** becomes Senior Executive Vice President-Finance and Assistant to the Chairman, **Slick Airways, Inc.**, hdq. Burbank . . . **REESE (MILES)** named District Sales Manager, **RINGSBY TRUCK LINES, INC.**, hdq. Kansas City . . . **HARPER (HAROLD A.)** named Distribution Manager, **NESBITT FRUIT PRODUCTS, INC.**, hdq. Los Angeles . . .

on the job for YOU . . .

.....the **RINGSBY** Service Representative Knows the importance of **PROMPT PICKUP AND DELIVERY**

Freight left waiting on the dock can be costly in many ways. Your **RINGSBY ROCKET SERVICE** man knows this, and takes pride in his ability to expedite shipments. For his willingness to serve you is backed up by famous **RINGSBY ROCKET** transportation. Among other things, this means modern equipment . . . instant voice communication throughout the 9,000-mile system . . . and unequalled transportation know-how. Call today and discover dependable **RINGSBY ROCKET SERVICE**.

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Kansas City	Humboldt	3-0330
Cheyenne		2-0321
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Las Vegas	Quincy	3-4730
San Francisco	Underhill	1-8311
Portland	Olympic	4-1234
Los Angeles	Alhambra	2-3100

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Truck men whose major mission in business is to keep 'em rolling at minimum cost are the people to ask about trucks. These "pros" in truck transportation will tell you they specify INTERNATIONAL Trucks because they have learned to depend on them.

INTERNATIONAL offers you unmatched dependability because:

You have the world's most complete line from which to choose the *one* truck that *best* answers your job requirements.

You get INTERNATIONAL's 54 years of experience in building quality trucks. You can always be sure INTERNATIONAL's are built as trucks *should* be built!

In the past 11 years, INTERNATIONAL has registered 105,000* more heavy-duty trucks than the nearest competitor!

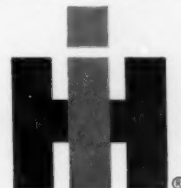
*Based on R. L. Polk & Co. new truck registration statistics (19,501 lbs. GVW and up) 11 years ending June 30, 1960.

You get faster action when service is required. INTERNATIONAL's nation-wide network of factory branches, dealers and parts depots gets you back on the road in a hurry.

The INTERNATIONAL Truck family is ready to help you with any truck problem. Call your INTERNATIONAL Dealer or Branch.

INTERNATIONAL® TRUCKS

THE LEADERSHIP LINE



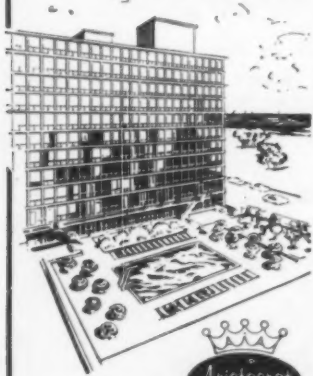
... for more smiles of service
call on



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All credit cards honored; member of AAA, Best Western Motels, RESERVATIONS QUALITY COURTS
Write Now for Reservations

Airport limousines stop at our door.

YOUR HEADQUARTERS FOR BUSINESS AND PLEASURE

Traffic News

(Continued from page 30)

Objective of the unit: to direct Ringsby-Fortier operations in California.

Other Ringsby personnel shifts include the appointment of **Jack Hall**, as Stockton (Calif.) assistant terminal manager; **Leonard F. Staid**, **Terrence G. Kidney**, and **Joseph V. Reay**, as Oakland (Calif.) sales personnel; and **Leo Michael Nethercote** and **Bob Knops** as Sacramento (Calif.) sales personnel.

Elsewhere, **John P. Meyer** has been named Ringsby's Reno (Nev.) terminal office manager.

Val J. Williams, formerly executive vice president and general manager of the national marketing firm of Markoa Corporation, has just been named Chairman of the Board and Chief Executive Officer.



Val J. Williams

Mr. Williams, whose master planning of the corporate structure of Markoa has led to a unique nationwide counselling and research organization for American business firms, was, until November 1960, vice president, marketing, Spector Freight System and more recently, a private management consultant.

He is a La Grange, Illinois resident and member of numerous industry organizations including the Sales Marketing-Executives Club of Chicago.

Appointed sales representative for the Spector Freight System's Secaucus (N. J.) terminal: **Henry T. Kling** . . . **John M. Kinnaird**, Consolidated Freightways' VP-Industry Activities, has resigned. While resuming his private law practise, he will, however, continue to represent CF as counsel on legislative matters. Other CF personnel changes include the appointment of **Ray F. Halloran** as manager of the carrier's Rocky Mountain Division, and the elevation of **Jack H. Howay** to the post of director of terminal operations. Mr. Howay will retain his duties as president of the Freightways Terminal Company, a CF subsidiary, while **Austin Schnase**—named VP of the terminal unit—will oversee its daily activities.

Shipping Management

Strickland Transportation Company, one of the nation's larger common carrier motor freight lines, has just concluded its semi-annual sales and operational conference in St. Louis, Missouri.

Attending the session: **E. E. Cloer**, Southern Division Operations Manager, Dallas, Texas; **T. V. McEvilly**, Division Sales Manager, St. Louis, Missouri; **A. J. Maxwell**, Division Sales Manager, Chicago, Illinois; **Ernest Gielow**, City Sales Manager, St. Louis, Missouri; **Wade P. Kelleher**, Director of National Accounts, St. Louis, Missouri; **J. D. Harris**, Division Sales Manager, Houston,



Texas; **C. R. Schaffner**, Terminal Manager, St. Louis, Missouri; **B. A. Burns**, Vice President & General Manager, Dallas, Texas; **J. A. Reardon**, Eastern Division Operations Manager, New York City; **J. E. Tittsworth**, Vice President & Assistant to the President, Dallas, Texas; **G. W. Logan**, Division Sales Manager, Dallas, Texas; **T. D. Murphy**, Division Sales Manager, New York City; and **D. H. Foley**, Vice President in Charge of Equipment, Dallas, Texas.

The company is in the process of converting entirely to sleeper-cab, two man driver team operations and has invested \$3,700,000 in new equipment to speed up its operations and meet current business needs. Company officials are very optimistic as to the general business outlook and expect an increase in excess of 20% in gross business in 1961 over 1960.

Herbert McLemore has been appointed sales representative at the Baltimore (Md.) terminal of the Spector Freight System. Formerly with Cooper-Jarrett, Mr. McLemore previously had worked in the traffic department of Crown Cork and Seal. He attended the University of Baltimore from 1954 to 1958 and is active in Delta Nu Alpha, the Propellor Club, and the Traffic Club of Baltimore.

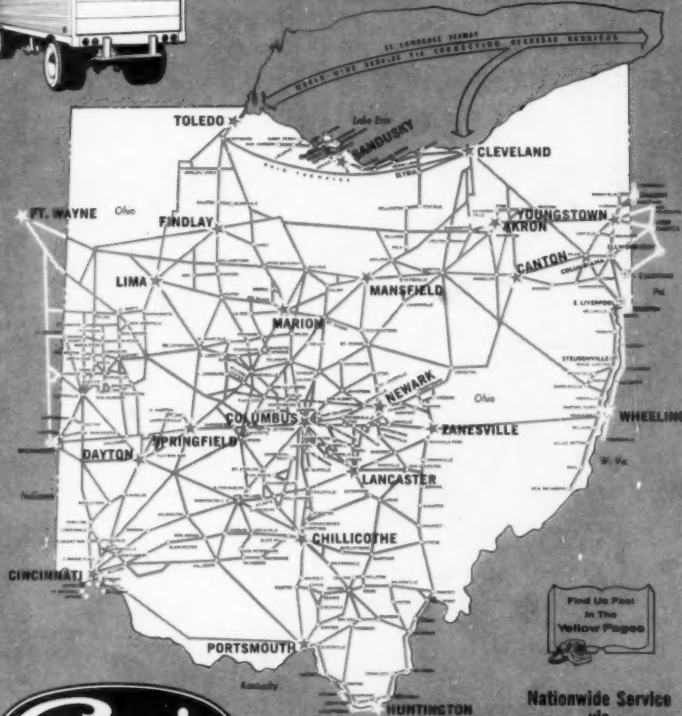
Allen C. Gies has been appointed Sales Representative at Lansing, Michigan, for Kramer Bros. Freight Lines, according to an announcement made by Carter A. Justin, Vice President-Director of Sales. Lansing has been a Kramer terminal point for some years for service east to the Atlantic seaboard. Since the acquisition by Kramer of Consolidated (of Michigan), the Lansing point takes on increased shipping importance.

Veteran trucking executive **Robert B. Fleming** has been named as manager of the Ringsby Truck Lines Chicago terminal.

For the past two years, Mr. Fleming has been manager of the Ringsby terminal in Salt Lake City. Previous to assuming the Salt Lake post, he managed the firm's Kansas City terminal. Mr. Fleming has been with Ringsby for nine years.

SENDENGINEERED Shipping Service

- Daily, direct, overnight service to 850 cities in Ohio, Indiana, Kentucky, West Virginia and Pennsylvania.
- 22 strategically located terminals — each linked by direct telephone service — to expedite your shipments 24 hours a day.
- 1500 trucks, tractors and trailers — operated by trained associates interested in serving your transportation needs.



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**DIRECT POINTS LIST
FREE ON REQUEST**

Nationwide Service
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The Wise Selector Routes It

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SPECTOR FREIGHT SYSTEM, INC.



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Assured SPEED - SAFETY
when you rely on

LIFSCHULTZ
FASTEST TO BOTH COASTS



PROMPT DAILY PICK-UP
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Over 62 years of de-
pendable ON-TIME
Freight Forwarding
Service.

*We welcome your
inquiry.*

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FAST FREIGHT

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FOR BETTER SHIPPING

TRUCK ACCIDENT prevention and protection are yours with this reliable insurance company. Check 3 for further information.

THE SHIPPER COMES FIRST with this motor carrier. Try it and see. For details, check 36.

TL & LTL SERVICE at its finest. Shipping experts in 41 key cities, ready to expedite the hauling of your freight. Details? Check 1.

GREAT LAKES-TO-THE-GULF highway shipments get the royal treatment with this truck line. Check 2.

COAST-TO-COAST truck transportation. Ultra-modern terminals, tip-top equipment, super-efficient procedures. Facts? Check 4.

CUSTOMERIZED MOTOR FREIGHT. Daily service linking 30,000 key U.S. industrial and commercial markets. You can't do better! Check 6 & 37.

SAVE TIME, SAVE MONEY with one of the nation's outstanding highways. For further information, check 41.

POWERED TO PACE TODAY'S TRAFFIC are the trucks made by this company. Want Proof? Check 33.

SERVING THE EASTERN SEABOARD. Reliable, speedy, safe motor freight service. Check 34.

THE TRAFFIC MAN'S LINE. Fast, safe, dependable highway service. Who could ask for more? Check 24.

FIRST IN MICHIGAN, A LEADER IN THE U.S. This motor carrier will haul your goods speedily, dependable. 20.

YOU CAN SHIP WITH CONFIDENCE when you use this truck line. Check 13 for details.

DIRECT, DEPENDABLE, FAST. Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Check 28.

SMALL SHIPMENTS GET BIG SERVICE when you turn them over to this leading trucking company. Find out what it can do for you. Check 10.

MOTOR FREIGHT service at its very best. That's the promise of this over-the-highway carrier. For more information, check 40.

HELP-O-GRAM

OCTOBER, 1961

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| <input type="checkbox"/> 10 | <input type="checkbox"/> 20 | <input type="checkbox"/> 30 | <input type="checkbox"/> 40 | <input type="checkbox"/> 50 | <input type="checkbox"/> 60 | <input type="checkbox"/> 70 |

new products

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| <input type="checkbox"/> 80 | <input type="checkbox"/> 90 | <input type="checkbox"/> 100 |

Name _____ Title _____

Company _____

Address _____

Type of Business:

☐ Manufacturing; ☐ Wholesale; ☐ Retail

Major Products: _____

Shipping Management

UP-TO-THE-MINUTE facilities, equipment, and procedures make this truck line one of the best in the business. 27.

TIP-TOP HIGHWAY shipping is yours with this motor carrier. Check 26 for more information.

YOUR PACKAGE IS THERE IN HOURS! And it costs you less, when you ship via speedy, dependable bus package express. Interested? Check 12.

TIP-TOP HIGHWAY shipping is yours with this motor carrier. Check 8 for more information.

SAFETY WHEEL BLOCKS may be the answer to your accident problems. Check 17 and find out.

SERVICE, SPEED AND SAFER SHIPPING are what you get with this motor carrier. Check 30.

AIR CARGO PROBLEM? Let this carrier haul your shipment. Its specialty? Know-how plus. Details? Check 15.

MODERN COMMUNICATIONS speed your motor freight, keep tabs on your shipment every second it's in transit. Data? Check 32.

YOU CAN SHIP WITH CONFIDENCE when you use this truck line. Check 9 for details.

YOU CAN'T SELL GOODS IN TRANS-IT! And this highway carrier assures you the fastest, safest, smoothest highway hauling possible. Check 45.

LET ONE PICKUP OR DELIVERY do the job. Connecting line on LTL & TL shipments, to all states. You can't miss with this highway carrier. Check 39.

SERVING THE CALIFORNIA DESERT AREA, this truck line will speed your merchandise to its destination in a hurry. Check 21.

MOTOR FREIGHT moving between Milwaukee, Chicago, Indianapolis, Detroit, Dayton, and Cincinnati? Why not call in this capable carrier. 2.

AUTOMATIC TACKERS can save you money, save you time. 36 models and 80 staple sizes from which to choose. 43.

SERVICE, SPEED AND SAFER SHIPPING are what you get with this motor carrier. Check 11.

FASTEST FREIGHT FORWARDING from coast-to-coast. Sixty years of know-how in hauling and handling any shipment. Sound terrific? Check 38.

AIR FREIGHT GETS TOP PRIORITY TREATMENT when it travels via this up-to-the-minute, service minded airline. Check 19.

AIR FREIGHT DOOR-TO-DOOR. All-freight flights serving Atlanta, New York, Chicago, Dallas, and other major cities. Details? Check 23.

NATIONWIDE MOTOR FREIGHT SERVICE, with 160 terminals, linking major markets in 32 states. More information? Check 7.

CONTAINERIZATION cuts costs, damage, and pilferage. Proof? Call on a leader in container service and leasing. Don't delay. Check 42—now!

WHEN IT'S LTL . . . it's time to call in this truck line. Your littlest package gets the biggest service. Want proof? Check 18.

TRAILERS OR CONTAINERS. You can be sure they're the finest, when they're made by this outstanding company. Check 5.

SAVE TIME, SAVE MONEY with one of the nation's outstanding highway haulers. For further information, check 46.

TIP-TOP HIGHWAY shipping is yours with this motor carrier. Check 44.

EFFECTIVE PACKAGING REQUIRES FOOL-PROOF MATERIALS. This firm has them. Check 3.

SERVICE to the motor freight shipper is the specialty of this bank. Check 13.

SHIPPERS PREFER this truck line for speed, efficiency in the Midwest. Seventeen terminals to serve you. Check 16 for details.

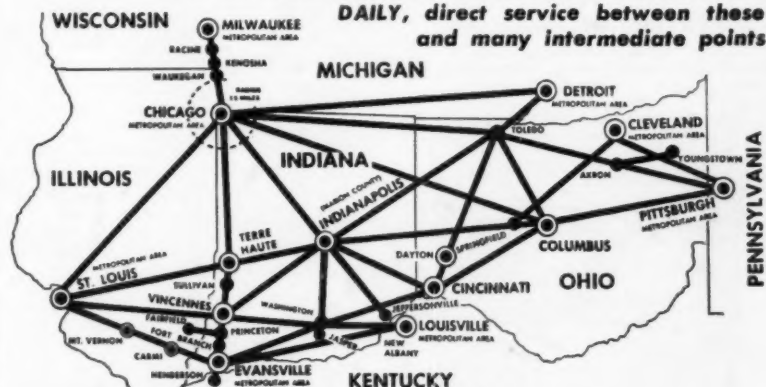
SMALL SHIPMENTS get the same efficient service as big ones with this motor freight line. Check 25.

PERSONAL ATTENTION TO LTL shipments and service from the Gulf to the Great Lakes. That's what this outstanding motor carrier offers. Check 29.

LET ONE PICKUP or DELIVERY DO THE JOB

Connecting line on L.T.L. and T.L. shipments
to all States other than those served by Hancock.

**DAILY, direct service between these
and many intermediate points**



FREIGHT DIVISION—SEeley 3-3737
STEEL DIVISION—Inter Ocean 8-8100
PERISHABLE DIVISION—Inter Ocean 8-8100

LET HANCOCK pickup or deliver daily at a fixed time
your shipments to and from all the points shown below

CHICAGO, ILLINOIS
SEeley 3-3737

PITTSBURGH, PENNSYLVANIA
FAirfax 2-0600

LOUISVILLE, KENTUCKY
MElrose 7-6517

CLEVELAND, OHIO
SUperior 1-6204

COLUMBUS, OHIO
Hickory 4-2128

CINCINNATI, OHIO
MUlberry 1-3312

ST. LOUIS, MISSOURI
GEneva 6-0171

EVANSVILLE, INDIANA
HArrison 3-1141

INDIANAPOLIS, INDIANA
MElrose 4-6363

DETROIT, MICHIGAN
TASHMAO 5-2530

MILWAUKEE, WISCONSIN
ATlantic 1-8800

WARREN, OHIO
EXpress 9-7511

HANCOCK

TRUCKING, INC.

EXECUTIVE OFFICES, EVANSVILLE, INDIANA

CHECK NO. 39 ON HELP-O-GRAM COUPON

**No Matter What
Common Carrier
Transportation
You Purchase, It
Can Cost You Less
To Distribute Your
Shipments To The
Carolinas Via
Central Motor Lines**


GENERAL OFFICES: Charlotte, N.C.

CHECK NO. 40 ON HELP-O-GRAM COUPON

Follow this sign



Take the Tollway



**Send for free Tollway
map including new
Expressway system.**

ILLINOIS TOLLWAY
Hinsdale, Illinois

CHECK NO. 41 ON HELP-O-GRAM COUPON

Motor Carrier Dicta

(Continued from page 34)

ployer". Therefore, no secondary boycott damages could be awarded to a company which had an "overlapping of management functions" with the primary employer". The Court dismissed the lawsuit because "the economic fortunes of the two companies were . . . inextricably interwoven".

auxiliary and supplemental service

A motor carrier, controlled by a railroad, sought authority from the Commission to acquire control of vendor motor carrier through the purchase of capital stock as well as the merger of the vendor's operating rights into vendee. In approving the acquisition, the Commission imposed the restrictions upon a portion of the rights acquired limiting the service (1) to that which was auxiliary to or supplemental of a railroad's rail service, and (2) to the transportation of traffic having an immediately prior or subsequent movement by the railroad.

No restrictions were imposed upon the remainder of the acquired rights. The Commission held that no restrictions need be imposed where there are "unusual circumstances" warranting an unrestricted operation. It found, therefore, that since (1) there would be no restraint of trade, (2) the area involved was one of low traffic potential, and (3) there was a need for unrestricted service, a portion of the acquired rights need not be subjected to any restrictions.

proof of potential traffic

While considering an application for a certificate of public convenience and necessity, the Commission recently had occasion to indicate what evidence must be adduced to support a finding that the involved commodities will move in the future. It was held that a potential need may be shown by a showing that the supporting shipper has some definite sales plan. Such a plan may include the shipper's proposed distribution pattern and evidence of the operation of the sales department.

transportation of explosives

Prior to September 1, 1961, I.C.C. regulations governing the transportation of explosives by common carriers were promulgated pursuant to the Transportation of Explosives Act and regulations applying to private and contract carriers were promulgated pursuant to the Interstate Commerce Act. After September 1, 1961, regulations applying to all three types of carriage will be issued under the Transportation of Explosives Act, because this Act provides heavier penalties for violations of its provisions.

ATTENTION...

TRAFFIC and MOTOR TRANSPORT EXECUTIVES!



MAJOR A. RIDDLE, for many years a prominent truck lines owner and executive, now owner and general manager of . . .

the Beautiful

DUNES HOTEL & CASINO

LAS VEGAS, NEVADA

INVITES YOU TO write, wire or phone for reservations. He will always give your calls or messages **TOP PRIORITY** "Every Motor Transport Executive will get **PERSONAL ATTENTION** and **RED CARPET TREATMENT**" all the way!" says the "Major"



Las Vegas habitués know that the **NEW DUNES** can't be surpassed for spacious, elegant, luxurious accommodations and the **DUNES** entertainment is the most daring and exciting on the strip.



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LV-5637



Shipping Management

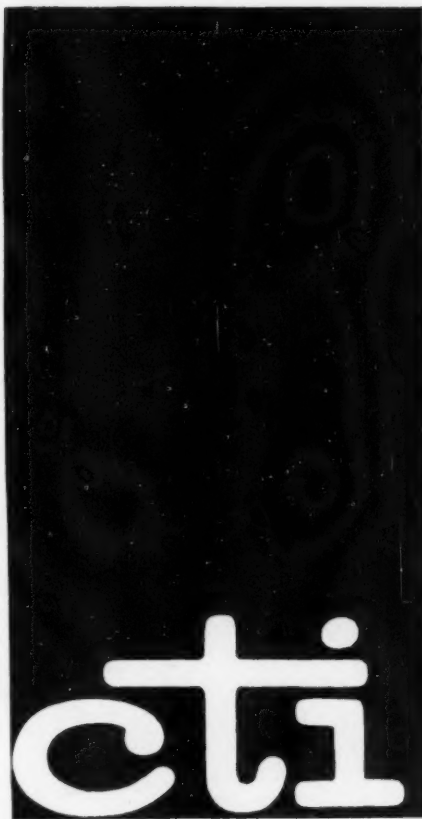
Hugh Estes has been appointed district sales manager for the Atlanta terminal of T.I.M.E. Freight, Incorporated. Prior to his current assignment, Mr. Estes has served in similar positions with Akers Motor Lines and R. C. Motor Lines.

In another personnel shift, T.I.M.E. Freight has named **Claude O. Swanson** as its traffic representative in Lubbock, Texas, where the carrier has its national GHQ. Mr. Swanson's appointment, reports **Kenneth G. Rafferty**, VP-Traffic and Sales, is a result of expanded operations at the Lubbock facility in recent months.

Also appointed by T.I.M.E. Freight: **John M. Watson**, as Atlanta sales representative. Mr. Watson comes to his new post armed with experience in the airline, freight forwarding, and traffic fields.

Chicago Express, Incorporated, recently made a proposal of prime importance to the small shipper before the Eastern and Central Motor Carrier, Inc. The proposal would allow a shipper to combine three small shipments, having an aggregate gross weight up to 150 pounds. All shipments must be picked up at one time, destined to one city, on one prepaid bill of lading. A separate charge would be assessed for each delivery made above the normal traffic charge.

The proposal is the first in a series made by the carrier to up service to the small shipper.



CHECK NO. 42 ON HELP-G-GRAM COUPON

A WORLD-WIDE SERVICE FOR CONTAINERIZED CARGO

A leader in the field of containerization, CTI shipped over 32,000,000 pounds of household goods alone last year in a fleet of 4,000 containers—an average of 75 container shipments per day.

CTI's service can simplify *your* shipping problem for any cargo, any destination because all shipments from points within the U.S. to overseas areas move on a single bill of lading; costs are based on one thru-rate from origin to destination.

Call or write *now* for complete details on container rentals, thru-rates for household goods or any cargo.

CONTAINER TRANSPORT INTERNATIONAL INC.
17 State St., N.Y. 4, N.Y.
Whitehall 3-3240

Offices in major cities throughout the world.

Wiley BOOKS

INDUSTRIAL PACKAGING

By **Walter F. Friedman**, Dasol Corporation,
and **Jerome J. Kipnees**, Atlantic Gummed
Paper Corporation.

This book offers a concise and objective treatment of the preparation and protection of merchandise for shipment and distribution. Packaging materials, equipment, and methods are thoroughly discussed, with the emphasis on teaching the reader how to obtain adequate product protection at minimum cost. The latest equipment and methods are stressed and the book includes new, original, and unpublished ideas, analyses, and data. The authors provide an economic analysis of the packaging field, organize and define basic principles applicable to all packaging industries, and offer a sound, integrated approach to practical business problems. 1960.

536 pages. illus. \$11.50.

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SHIPPING MANAGEMENT Magazine

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1- 2- 3- GONE!

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HANSEN Automatic TACKERS

36 MODELS
80 STAPLE
SIZES

Beats anything else you ever saw for fast, trouble-free stapling . . . this Hansen Tacker. It's one of the many job-engineered models in the popular Hansen line.

WRITE today for free Hansen Catalog.

A. L. HANSEN MFG. CO.

5027 Ravenswood Avenue • Chicago 40, Illinois
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40

Years of Responsible Experience

...the priceless security that accompanies your freight when you "hire"

WESTERN GILLETTE
TRUCK LINES, LTD. MOTOR TRANSPORT, INC.

DAILY DIRECT SINGLE LINE SERVICE

Four decades of motor freight experience back up our promise of fast efficient service. Seven days a week, 24 hours a day, Western Gillette rushes LTL and TL shipments to destination. And in recent years refrigerated freight has become a specialized activity at Western Gillette, now operating 145 mechanically refrigerated trailers. Remember, when you ship with Western Gillette, all types of freight gets the protection and fast service that comes with 40 years of freight handling experience. Get all the facts from your local Western Gillette terminal or contact Western Gillette at 2550 East 28th Street, Los Angeles, California or 2311 Butler Street, Dallas, Texas.

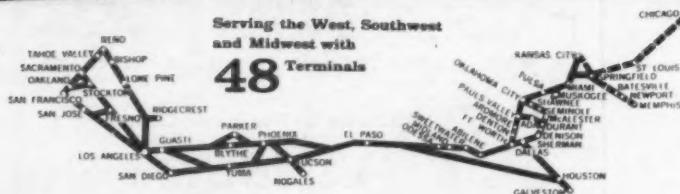
includes operations of Voss Truck Lines, Inc. now operated under temporary management and control of Gillette Motor Transport, Inc.



EQUIPPED TO SERVE YOU BETTER WITH
1435 UNITS OF MODERN
MOTOR FREIGHT
EQUIPMENT

Including: Highway fleet: 375 tractors (112 dromedary tractors; 263 standard type), 392 van semi-trailers, 40 flatbed semi-trailers, 145 mechanically refrigerated semi-trailers, 483 pickup and delivery trucks.

Serving the West, Southwest and Midwest with
48 Terminals



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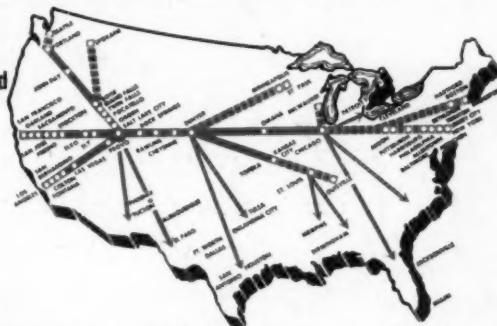
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By knowing in advance WHEN your shipment will arrive you get security in low inventory. IML's TOTAL SERVICE gives you positive transportation control. With IML's dedicated fast Flyer schedules and instant communications — including a newly-installed TEL-A-Kom system • teletype billing • radio control • electronic data processing and customer service expediting — your freight, regardless of size or frequency of shipments, moves under positive system-wide control.



Interstate

IML

Motor Lines, Inc.



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OVER THREE DECADES UNDER SAME OWNERSHIP AND MANAGEMENT



Willing Hands

WILLING HANDS...four thousand pairs of them...are anxious to go to work for you at **WATSON!** Willing hands are at the wheel of a new fleet of over-the-road equipment—new diesel tractors that operate on tighter schedules, new high-volume trailers that carry more merchandise more efficiently. Willing hands operate new IBM machines that maintain electronic control over shipments from origin to destination. Willing hands in the dispatcher's office...on docks and in terminals...at desks, telephones, in the customer service department...everywhere, willing hands symbolize the new spirit of the new **WATSON** organization. Put them to work for you!

WATSON

Watson Transportation System . . . General Offices: Omaha, Nebraska

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